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Industrial Characteristics of Sambal "Umami" in Pananjung Village, Pangandaran Regency, West Java-Indonesia

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Abstract

This research aims to analyze the characteristics of the "Umami" chili sauce industry related to the procurement of raw materials, process technology to marketing. The research method used is a survey method with purposive sampling based on the consideration that there are chili sauce products that have additional ingredients for fishery commodities. The research will be conducted from March 1 -31, 2023. The data collection used is the collection of primary data and secondary data. Primary data was obtained by conducting interviews and recording directly with "Umami" chili sauce business owners. Secondary data were

obtained by literature studies derived from journals related to this research. The data obtained are analyzed descriptively. Based on the results of research show that the sambal umami industry procures raw materials by buying directly from the market and processing cash payments, "cash and carry". The main raw material used is cayenne pepper and the distinguishing additive is squid. The process technology used is still mostly using conventional tools. Product marketing is still limited around the production site and supplied to several supermarkets in Pangandaran. Promotion is done through social media such as Instagram.

Keywords: Raw Material, Chili, Marketing, Processing, Price

Introduction

Micro, Small and Medium Enterprises (MSME) activities that aim to open new jobs and improve the community's economy. In addition, MSMEs also play an important role in national stability. Usually, MSME ownership is owned by individuals or joint businesses and not branch companies. The creative economy sector is one of the important factors that support Indonesia's economic progress (Hastuti *et al*, 2020)^[4].

Sambal is one of the complements to food in Indonesia made from the main ingredient, namely chili, be it red chili or green chili. The texture of the chili sauce itself in each region differs according to the maker. The sensation produced by chili sauce in food is spicy, but if there are many additional ingredients in chili sauce, it causes a varied taste.

Sambal is one type of complementary food obtained from the main ingredient cayenne pepper (*Capsicum sp.*) and processed with the addition of seasonings that are mashed or without other food ingredients (Indonesian National Standard Agency, SNI 01-2976-2006). There are various types of chili sauce in Indonesia, ranging from sambal based on a mixture of different ingredients to sambal based on the level of spiciness. Usually, chili sauce is made from a mixture of ingredients in the form of cayenne pepper, shallots, orange leaves, ground beef, salt, sugar, and cooking oil. The ingredients used in making chili sauce have their respective functions in modifying the properties, taste and shelf life of chili sauce (Sulistijowati *et al*, 2022)^[8].

According to POM Agency Regulation Number 21 of 2016 concerning Food, chili sauce is a ready-to-use product made from the main ingredient cayenne pepper (*Capsicum sp.*) with the addition of other food ingredients. Half in solid form and subjected to ripening or preservation again. Includes all types of chili sauce, including chili paste, chili plow, chili petai, green chili, excluding chili powder, ground chili, chili and chili used as seasonings.

Various variations of chili sauce have been widely done, one of which is by adding or mixing fishery products. The goal is to provide a distinctive taste and flavor. One of the chili sauce variants that has been produced and circulated in the market, especially in Pangandaran Regency, West Java Indonesia is "Umami" chili sauce. This chili sauce uses squid additives, which are fishery commodities from the mollusk group. This research aims to analyze the characteristics of the "Umami" chili sauce industry related to the procurement of raw materials, process technology to marketing.

Research Methods

The research method used is a survey method with purposive sampling based on the consideration that there are chili sauce products that have additional ingredients for fishery commodities. The research will be conducted from March 1 - 31, 2023. The data collection used is the collection of primary data and secondary data. Primary data was obtained by conducting interviews and recording directly with "Umami" chili sauce business owners. Secondary data were obtained by literature studies derived from journals related to this research. The data obtained are analyzed descriptively.

Results and Discussion

Industrial Profile of Sambal "Umami"

Sambal Umami is one of the industries engaged in culinary, namely in the field of chili sauce in the Pangandaran area. The location is Jl. Bulak Laut Timur No. 8, Pananjung Village, Pangandaran District, Pangandaran District, West Java. The owner of this Umami chili sauce is Mr. Irwansyah. Making this chili sauce is assisted by his wife and is still on a household scale and this industry has been established since 2019. Based on the number of its workforce, this industry belongs to the group of home industries.

Raw Material Procurement Analysis

According to Ayu, (2022) ^[1], raw materials are goods that have not been processed and obtained both from nature and from other companies. Procurement of raw materials is very important for every industry that produces a product, without the procurement of raw material inventory, there will be problems in meeting consumer needs. In a business must take wise steps to determine the amount of raw materials that want to be used for production, because without proper management, a business can experience losses due to costs that should not be incurred.

According to Erdi and Haryanti (2023) ^[3], factors that affect product quality are the quality of raw materials used and the production process. The raw materials used for making this chili sauce are various types of chilies, tomato, and squid obtained from the local market. This raw material greatly affects the price set on Sambal Umami products. The increase in raw material prices is very significant to the increase in product prices. The main raw material used in making this chili sauce is cayenne pepper while the added ingredient as a differentiator is squid.

Cayenne pepper (*Capsicum frutescens* L) is this plant that is widely used as a spice and food flavoring in Indonesia. The part of the cayenne pepper plant used as a cooking spice is the fruit. The taste is spicy. The classification of cayenne pepper is:

Kingdom : Plantae
 Division : Magnoliophyta
 Class : Magnoliopsida
 Ordo : Solanales
 Family : Solanaceae
 Genus : Capsicum L.
 Species : *Capsicum frutescens* L.

This plant comes from the American continent and is suitable for planting in the lowlands, which is 0-500 masl. The characteristics of this plant are green leaves with a length of 3 – 11 cm and a width of 1 – 5 cm. The height of

this plant can reach 80 cm and the stem is crowded and the root system is fibrous roots. When young, cayenne pepper is green and will be red when it is ripe (Warisno & Dahana, 2018) ^[9].

According to Jumiati *et al* (2019) ^[6], squid is a marine animal that lives in the demersal or semi-pelagic part of the coastal area. The nutritional content of squid meat (*Loligo sp*) per 100 grams is: energy 75 Kcal, protein 16.1 grams, fat 0.7 grams, and carbohydrates 0.1 grams. Squid meat (*Loligo sp*) has advantages compared to other seafood, no spine, easy to digest, has a distinctive taste and contains all types of amino acids needed by the body. The classification of squid is as follows:

Phylum : Mollusca
 Ordo : Cephalopoda
 Family : Teuthoidea
 Genus : *Loligo*
 Species : *Loligo sp*.

Other ingredients used in the manufacture of this squid sauce product are as shown in Table 1.

Table 1: Ingredients

S. No	Ingredients	Function
1	Red Chili	The main spice for making chili sauce
2	Cayenne Pepper	The main spice for making chili sauce
3	Cooking Oil	For cooking and natural preservatives
4	Shallot	Adds flavor
5	Garlic	Adds flavor
6	Tomato	Adds flavor
7	Flavoring	Adds flavor
8	Salted Squid	Adding flavor to sambal ummi
9	Salt	Adds flavor
10	Sugar	Adds flavor
11	Citronella	Make chili sauce fragrant
12	Orange Leaves	Make chili sauce fragrant

The system of purchasing raw materials carried out by this industry is carried out directly in the nearest market. Purchases are made when going to produce chili sauce and to maintain its quality all raw materials are stored in the refrigerator. The purchase process itself is carried out directly or in cash with purchases as needed for chili sauce production and only enough stock to be stored in the refrigerator in making chili sauce in the next production. According to Hidayat (2020) ^[5], purchasing raw materials directly can streamline the use of operational funds because it has high bargaining power.

Process Technology Analysis

According to Putra, (2021) ^[7], technology is a whole method that rationally leads and has efficiency characteristics in every field of human activity. There is technological involvement in the process of making this chili sauce product, one of which is in the jar closing process using a sealer machine. Sealer Machine or Seal Machine is a machine that can seal or glue plastic packaging to maintain the quality of the products in the packaging. Sealer Machine is an innovation taken from the traditional sealing method that still uses wax. The advantages are that the sealing is neater, can work quickly, and can increase production. Sambal ummi products use this technique so that the contents of the product are not contaminated by objects from

outside, maintain the freshness and quality of the product, and provide protection so that the product does not leak easily when in shipping. Other tools used are as shown in Table 2.

Table 2: Tools

S. No	Tools	Function
1	Wok	For cooking almost finished chili sauce
2	Tear	To smooth the ingredients
3	Knife	For cutting materials
4	Chopping Board	As a base when cutting materials
5	Stove	For cooking ingredients
6	Jars	As a ready-made chili sauce container
7	Spatula	For frying ingredients

The process of making sambal ummi consists of several stages. Making chili sauce begins with the process of grinding ingredients such as chili, tomatoes, and onions. Next, the ground ingredients are put into a pan that has been filled with hot oil to cook. Add the squid slices to the slowly cooked ingredients. The ingredients are cooked to emit a fragrant aroma. When the cooking process is complete, let the chili sauce sit until the temperature drops. After that, the chili sauce is poured into a jar-shaped packaging bottle weighing 200 grams. Furthermore, the process of closing the chili sauce bottle is carried out using a press machine so that air cannot enter the chili sauce product, so that the shelf life will be long. The price marketed on this product in each jar is Rp. 25.000.

Marketing Analytic

Marketing or market analysis is one example of a picture of market conditions related to products that are considered capable of providing advantages while providing benefits to consumers. With market analysis, sellers can find out whether the products that have been made can meet the needs of consumers. This chili sauce product is sold to consumers with jar-shaped packaging that is ready for consumption (cooked). This chili sauce product has a considerable market opportunity, especially in the MSME category, this is due to the lack of rivals near the business area. With the lack of competitors, this business has the potential to grow bigger accompanied by a better marketing system.

The market is a place where buyers and sellers make transactions regarding price agreements on agreed objects. Both get benefits, namely buyers get the goods they want and fulfill their satisfaction, while traders get income by selling these goods and then used to increase production or the merchant's economy.

Marketing of sambal ummi is carried out in various places ranging from supermarkets to resellers. The selection of this marketing place is considered with several things, namely targeted consumers to be achieved and most consumers can get the product. In addition, sambal ummi is marketed in various stores by – by those in the Pangandaran area. The purpose of being marketed in the store by – by is as a souvenir whose target consumers are tourists visiting Pangandaran.

This type of market is a type of traditional market whose characteristic is that there are bargaining activities between sellers and buyers. Meanwhile, when marketing has entered minimarkets and supermarkets, it is included in the modern market because the price has been determined and cannot be

negotiated by buyers. This market is a market with perfect competition because it includes many sellers and buyers and the types of goods sold are diverse and not homogeneous.

Promotional techniques carried out in sambal ummi are by using social media such as WhatsApp, Instagram. In addition, promotion is also carried out by word of mouth through its customers, besides that buyers can directly buy to the sambal ummi production house.

Conclusion

The sambal ummi industry procures raw materials by buying directly into the market and processing cash payments, "cash and carry". The main raw material used is cayenne pepper and the distinguishing additive is squid. The process technology used is still mostly using conventional tools. Product marketing is still limited around the production site and in its supply in several supermarkets in Pangandaran. Promotion is done through social media such as Instagram.

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