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Review

Brand “Wingko Semar” Traditional Culinary Exotism From Semarang (Made From Pumpkin And Cassava) With Educational Nuance Of Shadow Puppet

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Wingko Semar becomes an innovation in entrepreneurship as an effort of utilizing local food source (pumpkin and cassava) and it becomes an education media of puppet shadow, considering the reality that cultural value of puppet shadow is being neglected by younger generation. The character election of Semar to be icon of this brand is because seeing the philosophy of Semar as a wise character. The success indicator in this program is succeeding in creating „wingko Semar” with the right composition in accordance with consumer’s taste. There are six variants, namely: original pumpkin, chocolate pumpkin, pandanus pumpkin, original cassava, cheese cassava and original yam. It succeeds in creating wingko package with education nuance of shadow puppet which adds aesthetic value thus „wingko Semar” can be interesting. The campaign of product marketing is done by online through olx.co.id, berniaga.com, and facebook, selling in simpang lima square of Semarang (car free day session), selling on campus, collaborating with stores, and opening booth sales at local entrepreneurs show. Finally this entrepreneur program get good respond from consumers thus the selling of „wingko Semar” is increasing.

Keywords: entrepreneur, wingko semar, pumpkin, yam, cassava

Analysis of Business Situation

Potency of farming resources in Indonesia is prosperous and various. Farming products resulted by farmers in Indonesia especially Java such as: pumpkin, cassava, and yam. Pumpkin, cassava, and yam become the choice of the farmers because its seeding, planting, and nurturing are easy. Besides it has nutrient content which

is useful for health. It has affordable price thus it has potential to be developed into food product.

Pumpkin is productive plant although it is planted as interstice plant or „tumpang sari”. Its productivity ranges between 20-40 ton/acre. Nutrient content in pumpkin is complete, in every 100 gram there are vitamin A 115,00

RE, vitamin C 18,00 Mg, iron 1,20 G, calcium 24,00 Mg, fiber 0,90 G, carbohydrates 4,90 G, phosphor 36,00 Mg, Niacin 0,50 Mg, dan protein 0,80 G (Direktorat Gizi, Depkes 2009). Besides pumpkin also has important role in preventing degenerative illness, such as diabetes mellitus, arteloslclerosis, heart attack, hypertensi, even cancer (the deadliest illness in world).

Syafputri (2013) says that potency of agriculture and cassava processing by people is not maximal yet, meanwhile cassava production in Indonesia is

increasing and in 2012 national cassava production reaches 25 million ton. It is unfortunate, considering cassava contains complete nutrient which is useful for health. In every 100 gram cassava there is calorie 154 gram, protein 1 gram, fat 0,3 gram, carbohydrates 36,8 gram, while its fiber 0,9 gram, and its water 61,4 gram (Ardi, 2013).

While yam is beet which contains complete anti oxide compound. Yam's betakaroten is highest among paddy, beets, and its products. The purple yam is richer in its vitamin a which is about 7.700 mg per 100 gr, hundreds time than vitamin a in other beets and three times than vitamin a in tomatoes. It is a uniqueness, combination between vitamin a (beta carotene) and vitamin e in purple yam can collaborate to prevent stroke and heart attack. The conclusion of a research mentions that callium in purple yam cuts 40% risk of hypertensi patient to get fatal stroke, the hypertensi also decreases to 25%. Almost all nutrients in purple yams can battle all heart attack (Budiman, 2013).

Based on above explanation, we can conclude that pumpkin, cassava, and yam are food sources that have potencial to be developed and relied on. But it is unfortunate than in Indonesia there are not many activities being done to utilize them specifically. With its nutrients, pumpkin, cassava, and yam have big prospect to be processed into food product with the potency of high profit. Wingko is known as traditional food of Semarang. This food is most hunted in

Semarang. Seeing wingko's existence that never free from its hunter, we have innitiative to create an innovation that is wingko semar. Wingko semar becomes an innovation in entrepreneur as an effort in utilizing local food resources (pumpkin, cassava, and yam) and becomes education media of puppet shadow, considering the reality of cultural values of puppet shadow which is being neglected by younger generation (Faisol, 2012).

The selection of Semar character to be product icon is because Semar's phylosophy as a wise character. In the show of javanese puppet shadow, the character of Semar is described being alive forever. It is in accordance with our hope that this wingko semar can grow and exist for ages.

Target of Business Output

The output target of this business is capable of getting innovasion of wingko semar processing with the taste combination in the favor of the consument, nutritious, and worth selling in the society. Besides, this entrepreneurship hopefully can open business opportunity in Semarang with the potency of high profit. We believe, that by starting business since in school can strengthen the foundation of wingko semar business.

The Description of Business Plan 1. Preparation

The activities planning of the business through first team meeting, preparation for business place, levying tool and ingredients of production that are bought in some stores and traditional market, trying out to create wingko semar.

Production Process

Kind of product being offered is wingko with taste variants such as original pumpkin, chocolate pumpkin, pandanus pumpkin, original cassava, cheese cassava, and original yam. Wing is packaged (paper packaging) with shadow puppet icon with interesting design. In the package, it is also described the character of shadow puppet thus it can educate consummates. Production process is done routinely through steps of making wingko semar as follows:

- a. Peeling and washing the pumpkin, cassava and yam
- b. Chopping the pumpkin, cassava, and yam into medium size and steaming and leaking them
- c. Making cold and crushing the pumpkin, cassava, and yam thus it can be made into dough
- d. Mixing pumpkin with soft rice, coconut, sugar, vanili, and salt
- e. Preparing the brass and then the dough is shaped into round shape
- f. Baking in the oven with 160°C for 45 minutes until it is cooked, take it out, and cast it aside
- g. Wingko pumpkin, cassava and yam is ready to be packaged and marketed in warm condition

Promotion

Product promotion is done through tester distribution, brochures, name cards, social media such as blackberry messenger. Even we go into famous online shops such



Picture 1 The package of wingko Samar with various flavors



Picture 2 Promotion media through *facebook*, *olx.co.id* and *berniaga.com*



Picture 3 Promotion activities and Wingko semar selling

as *olx.co.id* and *berniaga.com*, and we open selling booth in local entrepreneur show.

product retur every three days. While for ordering, we apply fresh by order system.

Marketing

Direct selling is done between classes in campus and in car free day in Simpang Lima Semarang that is routinely held on Sunday. Besides direct selling, we also collaborate with store “Mita Jaya” Mranggen, we conduct

Business Activities Being Done

Output Target Attainment

The product of wingko semar is processed using some main ingredients namely pumpkin, cassava, and yam

Table 1. Profit Explanation

Month	Price (Rp)	Quantity	Income (Rp)	HPP (Rp)	Profit (Rp)
April	1.500/pcs	115	172.500	80.600	91.900
May	2.000/pcs	8	16.000	483.600	696.700
	5000/3pcs	336	560.000		
	1500/pcs	337	505.500		
	1.300/pcs	76	98.800		
June	2.000/pcs	14	28.000	886.600	1.200.100
	5000/3pcs	534	890.000		
	1500/pcs	572	858.000		
	1.300/pcs	239	310.700		
Total		2231	3.437.500	1.450.800	1.988.700

Table 2. Calculation of Modal and Selling Price of Wingko Semar

Ingredients	Measurement	Price/product	Price in recipe
Pumpkin	1.4 kg	3000	4200
Coconut	1.8 kg	13000	23400
Soft rice powder	1 kg	13500	13500
Sugar	1 kg	10000	10000
Salt	1 spoon	100	100
Vanili	2 pcs	100	200
Packaging	100 pcs	100	10000
Dough total	5.2 kg	Total of ingredient price	61400
		Overhead (10%)	6140
		Gas price	3000
		Production staff	10000
		Sub total	
Production price	Output result/recipe 130 pcs	Total	80540
		Production price/pieces	620
		Selling price	1500
		Profit	880
		Profit (%)	142%

with some various flavors such as: original pumpkin, chocolate pumpkin, pandanus pumpkin, original cassava, cheese cassava, and original yam. In the field, wingko with cassava flavor becomes favorites. Product

packaging of wingko semar uses paper. The front page describes shadow puppet characters namely: Semar, Gareng, Petruk and Bagong. Besides picture, the back page describes the phylosophy of each characters which

is in accordance with the front page, thus it can educate consumers about characters in shadow puppet.

In conducting this entrepreneurship, the students of entrepreneurship program have been succeed in reaching the target of business output. This result is obtained through hard work and effort to improve the hard work and always coordinate with executive team of entrepreneurship program of PGRI University of Semarang. Things that become success indicator in this program are:

1. Succeed in making wingko semar with right composition, the recipe is in accordance with consumer's taste
2. Making six flavors of wingko semar namely: original pumpkin, chocolate pumpkin, pandanus pumpkin, original cassava, cheese cassava, and original yam. (see picture 1)
3. Succeed in creating wingko package with education nuance of shadow puppet that adds aesthetics value thus wingko semar getting more interesting (see picture 1)
4. Product promotion through tester distribution, brochure, name card, and social media such as facebook. Even getting into famous online shops such as olx.co.id and berniaga.com. (picture 2)
5. Doing marketing through selling in Simpang Lima Semarang (car free day session), selling on campus, collaborating with stores, serving order and opening selling booth in local entrepreneur show. (picture 3)
6. Getting good respond from consumers especially in PGRI University Semarang. This can be seen when there is often sold out.

Profit

Business of wingko semar product that runs up to now has been done well. The profit of the first three months (10 weeks) is Rp 1.988.700,- with selling 2.231 wingko Semar. This profit is explained in table 1.

Here we explain the calculation of modal for each production (one recipe) in table 2.

CONCLUSION

Wingko semar becomes an innovation in entrepreneurship as an effort to utilize local food resources (pumpkin, cassava, and yam) and it becomes education media of shadow puppet, considering the reality about the value of shadow puppet that is being neglected by younger generation. The character selection of semar to be the icon of the product is because seeing the philosophy of Semar as a wise character. The success indicator of this program is success in creating wingko semar with right composition that is in accordance with consumer's taste, creating six flavors of wingko

namely: original pumpkin, chocolate pumpkin, pandanus pumpkin, original cassava, cheese cassava, and original yam, succeed in creating the package of wingko with education nuance of puppet shadow that adds aesthetics value thus wingko semar becomes interesting. Activities of product selling is done in online shops such as olx.co.id, berniaga.com and facebook, selling in simpang lima semarang (car free day session), selling on campus, collaborating with stores, opening selling booth in local entrepreneur show. Finally this entrepreneur program gets good respond from consumers thus wingko semar selling is increasing.

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