

# Innovation of Lebay Chips (Catfish And Spinach) in the Gunung Anyar Tambak Chip's Village Surabaya

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## Conference Paper

### Innovation of Lebay Chips (Catfish And Spinach) in the Gunung Anyar Tambak Chip's Village Surabaya

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#### Abstract

Lebay Crackers (Catfish and Spinach Calcium) have a high nutritional content, this cracker is made from natural ingredients of the combination of catfish with spinach vegetables. Utilization of Science and Technology for Society (PIKAT) needs to be implemented with the intention to transfer appropriate technology especially in the field of processing of fishery with spinach vegetable Type of processed catfish that will be developed is Lupil Cracker mixed with Spinach Spinach (Lebay Crackers). The development of processed business Catfish chips Blended with spinach vegetables (Lebay Crackers) is in addition to potential as a profitable business, on the other hand, can also give a more positive impact for the economic improvement of surrounding communities. First, Lebay Kerupuk processed business opens job opportunities for Ibu Inayah and the community. With the existence of dough cracker processing machine that has technology reliability, simple shape, easy to operate, and can increase the quantity and quality of production and make packaging.

**Keywords:** Kampung kerupuk Gunung Anyar Tambak, lebay crackers, packaging

#### INTRODUCTION

The catfish meat is an ingredient to process as a starter in making processed foods because of color flesh white and its texture. So it is with spinach containing iron. Although it also has iron, useful to man is undermined, in the pibm is meant to overcome the basic problem. The application process technology batter expected to reduce the quality of batter and length of time batter processing. Using processor the time needed is only half an hour with 2 labor, labor efficiency it is certainly can be used to improve the capacity of products. Mrs. Inayah as the head of the group their crackers the Anyar. Packaging is a solution to entice consumers because connected directly with consumers, As the times and increased competition, function packing formerly only as a vessel (Syarif et al., 1989 ; Soekarto, 1990).

##### Problems partner

Mrs. Inayah partner as the head of the group their crackers the new Anyar ponds with various limited as mentioned above, can be calculated as follows:

1. How to realize a chip cracker processing machine that has technology reliability, simple shape, easy to operate, and can increase the quantity and quality of production?
2. How to realize attractive packaging so as to increase the capacity and selling value of krupuk Mitra?
3. How to realize marketing management krupuk Partners so as to penetrate the supermarket market?

##### Solutions offered

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To solve the problem of LEBAY chips production, the following steps are taken

1. Make a dough cracker processing machine that has technology reliability, simple shape, easy to operate, and can increase the quantity and quality of production (Badraningsing and Rofiq, 2000; Purnomo; 2001).
2. Design and realize attractive packaging so as to increase the capacity and selling value of krupuk Mitra
3. Conducting training and helping marketing management Lebay crackers so as to penetrate the supermarket market

## METHODS

Which is done to overcome this problem is as follows:

1. Program socialization and field observation for 3 weeks
2. Preparation of training materials and dissemination of training invitations
3. Providing counseling about the application of Science and Technology in producing Lebay crackers
4. Provide counseling on how to make crackers healthy, safe and
5. Adaptation of equipment used in the manufacture of crackers
6. Provide counseling about the way of processing Lebay crackers in the previous production activities along with the way of packaging so that the crackers that have a high race racing, safe, healthy for everyday consumption and can be stored in a long period of time with a quality that is maintained
7. Cracker processing training and how to pack.
8. Crackers for 2.5 months

## RESULT AND DISCUSSION

This devotional activity is carried out in order to provide creative and innovative solutions in solving the problems faced by partners over the years. In this activity the partner who was only able to fry crackers in a day only 5 Kg and costs incurred for the production needed by partners in making lebay crackers issued for RP 250.000 to buy catfish and spinach and crackers such as flour and others, while the proceeds of sales can only reach Rp 400,000, for the daily earnings of partners that Mother Inayah only get about Rp 1,500,000 per month, with this devotion and the addition of technology tools in the form of mixer Partner can produce 10 Kg per day, so for the income from partners to increase to Rp 3,000,000. In the service of this partnership will also be given counseling on how to market the resulting product and marketing strategy that can be done, so that the products produced by the partners can be accepted by the market, and able to compete with similar products of fish crackers that previously existed in the market (Philip, 2006).

With the existence of community service activities is not only given the provision related to the production skills but also the knowledge about how to market a product so that marketing activities become significant and continuously. The most fundamental in the community service is the life of the economy partnership become better because the partners are always innovating in the development the product is not only fish crackers just fish. Nowadays there is catfish cracker mixed with spinach vegetables or called with LEBAY crackers thus partners can now reach a wider market.

## CONCLUSION

With this dedication, the activity can be concluded that the most important partners can increase knowledge and skills, given the tools in the form of mixer partners can increase production. As for the knowledge and skills in the form of packaging needs to be labeled an interesting name thus time marketed using the brand and partners already understand about how to market the Lebay crackers well because given the strategy to enter the market by looking at the strengths and weaknesses of the partners themselves in the hope that more cracker products can compete with other products or similar products.

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