



THE PRODUCTION PROCESS ACTIVITIES, DISTRIBUTION NETWORK AND POTENTIAL CONSUMPTION OF LOCAL FOOD

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ABSTRACT

In the essence to meet the economic needs, there must be goods and services. The goods and services as a means of satisfying the needs that must be held or made (in production). After the goods and services are created or manufactured, these goods and services must be distributed to the community as users or consumers of the goods and services.

Keyword : Production Process, Distribution Network, Local Food

INTRODUCTION

According to Suparti (2003) in Sukardi (2008) Tempe is one of the most commonly used by human economic objects to meet their needs especially by the housewives. This economic object is almost consumed by some people on a regular basis and almost every day. Tempe is the easiest to be found of the economic objects and found by humans and as an object to satisfy the needs, tempe also has its own uses and benefits such as containing carbohydrates and vitamins. That is why I raised the title about tempe.

DISCUSSION

The Production of Local Food

Tempe is indeed a satisfying body of needs that we often consume daily. Besides the affordable price of tempe, it is also easy to find at most we meet anywhere in the circumference of the market (Arimbawa, Artaya, 2008).

However it does not mean that making or producing tempe can be as easy as we imagine. In making tempe, it must go through many processes that must be passed in advance gradually and then will become tempe that we often consume today. The production process or ways that must be done to make tempe will be described below according (PUSINDO, 2012)

The Preparation Needed dor the Local Food

First provide all the ingredients needed to make tempe.

Materials needed:

1. 1kg of soybeans (as needed).
2. Yeast tempe 2gram (according to the amount of tempe).

3. Tapioca flour / sago flour to taste.
4. Furnace or tool for soybean sacking.
5. Plastic or banana leaf.

The Production Process Activity of Local Food

1. Wash the soybeans first, do so until the soy is completely clean from the dirt. Then soak for 24 hours (until the soybean expands)
2. After been soaked, soybeans will expand.
3. After the nuts expand, peel the soybeans from their epidermis.
4. After the beans are clean, apply the beans to the pan and provide enough water. Then, boil for 30 minutes.
5. After boiling for 30 minutes, remove the water in the pot. This process is used to dry the nuts.
6. Pour the beans into another dry container. Then pour the yeast and tapioca flour into it. Mix well.
7. After flattening, move the soybeans into plastic.
8. Plastic cover tightly (can be done by welding candle flame).
9. Keep soybeans in a warm place.
10. Then leave for 2 days.
11. After 2 days, tempe is ready and ready to be processed or consumed.

After tempe of our production has been there and has been completed through the stages of manufacture then our task now is to distribute the tempe to the market (consumer). It is not an easy thing to distribute our products. But it requires its own way and its own tactics. In order for the tempe of our production does not become damaged because it is only buried and not distributed properly. (Arimbawa, Artaya, 2008)

The Distribution of Production Goods Result (Tempe)

In addition to producing an item, we must consider the steps after production. As producers we must have a way to overcome the possibilities that will arise after producing a good or service. (Drajad, 2014). There are many different ways that a producer usually does to distribute the goods. Similar to tempe, tempe is the product of production that is not await (not durable). After the longest production stage tempe only usually lasted 2-3 days if not put into the cooler. Although placing in cooling place tempe can only last for approximately 8-10 days. It should be a manufacturer of tempe which must have its own tactics to channel this tempe. I as a producer will do some way to be able to distribute my processed tempe.

Such ways are:

1. Contacting people like vegetable sellers and others. In addition to selling vegetables as well they sell similar foods such as tofu, tempeh and so forth. people like this are consumers who can buy our tempe by way of packages or in large quantities in a single purchase. For them to buy tempe and will be on the resale again it will be able to generate the greater profits. If they buy from the factory directly then they will be able to sell it again with a little price increase.

2. Distribute tempeh of our produce to people who often sell in the markets. Similar to the vegetable sellers above, these people also buy tempeh in packages (in large quantities).
3. Looking for a permanent consumer. This means that consumers are people who buy tempeh every day. Examples are like in restaurants. They need tempeh food as a complement to the menu at the restaurant.
4. For my last way is to distribute tempe by hand directly to the buyer. The trick is that I will buy some motorcycle units then I will hire some people as my tempe seller by bringing tempeh with a basket on a motorcycle while traveling around. This can make the customers do not bother anymore shopping tempe in the market.

The production and distribution stages are now complete. The next stage is to attract the attention of consumers to tempe that we can sell well and the seller in the community smoothly. As well as producing, to persuade the consumers also need the ways, processes and tactics.

The Consumption of the Produced Goods

What is the purpose that is in the mind of a producer when he wants to produce a good or service. Surely in his mind is to be able to reap the benefits of the goods of these products. That is the main goal for me as a producer. If I create a thing or service just to leave it alone then the loss will be me. When I produce tempe then what I have in mind is how to make my production tempe can be sold and I can get the profit that keeps my capital turning up to the point of satisfaction or the point of failure that I will get. especially now the world of competition in the goods and services industry in the market is getting tighter. This is in the era of the more advanced and growing. The principle of the world of today's market is who is strong then he will survive. So we as producers must be ingenious in terms of attracting consumers and the public (Artaya, 2018). Speaking of tempe, now we see many tempe factories anywhere. So it is very difficult to compete in the world market if only rely on capital and network. We are as producers, we must learn the lifestyle and the needs which are needed by the community. If we do not know what we are supposed to dedicate to the consumer then obviously we will be slumped in a very tight market world of this competition. As we know together of course a consumer is not just carelessly in buying and meeting their needs. Especially concerning the problem of food. Certainly in this case a consumer will be very careful and conscientious to buy a food. Especially concerning tempe, as we know tempe is the most frequent food in consumption by the wider community. In addition to the cheap price, tempeh also contain lots of vitamins and healthy for consumption in an unlimited period. Consumers today tend to favor good quality tempe to meet their dietary needs. If the tempe that we produce only tempeh so just so do not ever hope that we will benefit. In fact we will get is a loss due to tempe of our products are carelessly will not be in the interest by consumers, (Haliza, 2007). For me the quality is in priority if the quality of tempe processed is good then the consumer will not hesitate to buy moreover if supported by a neat and clean production place. We can see sometimes many buyers who come directly to the tempe manufacture directly to buy tempe. They will know and assess the quality of tempe that we produce. If our place of tempe production is dirty then it is a minus value for us because their

interest will be lessened because of their assessment of our unkempt production site. And so is if the tempe production place we are kept clean, then it is a positive value for us. A producer is also a human being, as well as a consumer. Sometimes the trick in my mind as a producer is to get a high profit. Perhaps for some producers to raise the price of their products is the best way. I realize this. For me as the producer is the main advantage, but if we raise the price of tempe that is not in accordance with the standard of the market price then the consumers will not be interested anymore to buy our processed tempe. Consumers also definitely feel a loss if you have to buy products that are too expensive though qualified. So for me the way to attract consumers is by learning what they should and what we should do to answer what consumers need. All that just by prioritizing the quality of our production tempe, and is supported by the good place and the good style of our production. Both in clean and well maintained and most importantly, at an affordable price.

CONCLUSION

Summary

After studying the production, distribution and consumption I can finally draw some conclusions:

1. If we want to be a producer of goods then the first thing we have to have is capital. And what goods will we make our production goods. In addition we must also have the direction and purpose we want to achieve that is through the vision and mission that we created for the sustainability of our business.
2. As a producer we must also have a way to distribute our products. Given the current pattern of competitive world markets that are getting tighter. We should have a step to deal with it. Because without a clever way then our processed goods will only piled up in the factory and eventually will be damaged because it is not well distributed.
3. In addition to the stage of production and distribution, we also must have its own tactics so that our products can be sold in the world market. All that will be achieved if the goods we produce are supported with good quality and place of production that supports and of course affordable price.

Suggestion

1. For a base to be a good and successful producer then let us judge ourselves and our own production goods first before assuming why consumers do not like our homemade products. Maybe there is a mistake that we do not know and it is precisely who knows it is the consumer itself.
2. That's the paper I can give. If there is a lack in terms of preparation and writing please understand because the author is also still in the learning phase. Suggestions and criticisms from readers are all writers need in order to prepare their papers for better.

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