

# Building The Era Of The Pandemi And Post Covid Era Of 19 MSME Sectors Through Digital Media And Creative Economy (Cases In Msmes Of Breadfruit Chips And Fan Fried Bananas) In Riau Province.

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**Abstract.** Cultivation of breadfruit and kapok bananas is underplanted. Production of breadfruit chips and fried bananas has fluctuated and the income of entrepreneurs is unstable. Kripik Breadfruit chips and fried banana fans which have been processed by entrepreneurs have potential and these foods have become superior food in Riau Province. raw materials that can be obtained from various regions but are not sufficient for smooth production. This study aims to: 1) Knowing the characteristics and profiles of Breadfruit Chips and Fried Banana Fan in Riau Province. 2) Planning a production, marketing, finance business in the breadfruit chips and fan fried bananas in Riau Province 3) Knowing the strategy of building a Pandemic and Post Covid 19 era business from products and businesses. 4) Knowing the strengths, weaknesses, opportunities, threats (SWOT), products and business development strategies that are run. 5) Implement the chosen business strategy. 6) Evaluate the implementation of the business run. Data Analysis: Descriptive Qualitative and Quantitative Data analysis: descriptive qualitative, multiple regression, empirical and SWOT. Research results: 1) Characteristics. Agribusiness MSMEs are in the age group 35 to 57 junior high school education, the experience of trying 1-10 years, the number of family dependents of 3 people and the average employee of 3 people. UMKM business profiles use their own capital and there is training assistance, labor is used in the family and outside the family. The use of labor in accordance with the availability of raw materials, customers and production has more than 300 people in terms of MSME management is still running according to family rules, 2) Breadfruit and fried banana chips are running and profitable, 3) Strategies to build a Pandemic and Post Covid era business 19 is increasing the amount of production of raw materials and is managed more professional, 4) Strengths, weaknesses, opportunities and threats so that they are included in the quadrant I, namely have the potential to be developed, 5) Implementation of each region has a different potential of Pekanbaru and Kampar 6) Breadfruit and Banana Kripik Business Fried fan is not optimal, suggestions need to procure breadfruit raw materials and kapok bananas which are sufficient to meet market needs. Research has prospects and is not affected by Pandemic and Post Covid19 conditions

**Keywords:** UMKM, Strategy SWOT, Production

## 1. Introduction

Most of the population in Riau Province uses the agricultural sector as economic capital to meet their basic needs and livelihoods. In 2021 in quarters 1, 2, 3 and 4, various regions in Riau Province produced 48,905 quintals or 3,891 tons of breadfruits with the largest breadfruit producing area is from Rokan Hulu Regency, namely 33,339 quintals and Dumai City as the smallest producer of breadfruit with 176 quintals. (BPS Provinsi Riau, 2022)

The breadfruit chips industry that is developing in the society is small and homemade industry. Processing breadfruit into breadfruit chips aims to increase the durability of breadfruit so that it is

suitable for consumption and obtains a higher selling value in the market. The activities carried out by entrepreneurs of breadfruit chips and fried bananas during the period and after the Covid-19 pandemic are classified as UMKM/Usaha Mikro, Kecil, dan Menengah (Micro, Small and Medium Enterprises/MSME) activities. It can be seen from various elements, namely production, sales, business capital, business coaching and development and being able to pay business costs and there are also costs incurred to support business activities to find information about raw materials, information about equipment rental or purchase of chips processing equipment, information regarding input prices, labor information, donations to MSMEs and others.

Breadfruit chips and fan-fried bananas which have been processed by this businessman have the potential to become superior food in Riau Province, where the marketing location is quite wide open. Raw materials that can be obtained from various regions, however, are not sufficient for the current large production needs. Most of the people of the Riau Region have a livelihood as farming and have the potential to be used as various kinds of processed food, such as bananas which have an appeal as industrial raw materials and also bananas easily thrive in various types.

Bengkalis Regency had the highest final crop of 127,888 trees, while new plants amounted to 100,592 tons. with a productivity of 0.78 compared to Meranti Islands Regency has a total productivity of 1.71 higher than other Regencies. Meanwhile, Pekanbaru City has 44,351 final plants with 5,623 tons of new plants and has a productivity of 1.45 exceeding that of Indragiri Hilir Regency. (BPS Provinsi Riau, 2021)

Based on these problems, several research problems can be formulated, are: 1) Characteristics and business profiles of Breadfruit Chips and Fan-fried bananass, 2) Production, marketing, financial business plans for the Breadfruit Chips and Fan-fried bananass business, 3) Strategies for building a business during the period and after the Covid-19 pandemic from products and businesses, 4) Strengths, Weaknesses, Opportunities and Threats (SWOT) of products and business development strategies implemented, 5) the selected business strategies, 6) How to implement the business, and 7) How to evaluate the business.

## **2. Method**

This study uses a survey method, which is located in Riau Province. Respondents in this study were all entrepreneurs and traders of breadfruit chips and fan-fried bananass in the districts and cities of Riau province. The reason for choosing the location was the consideration that in Riau Province food breadfruit chips and fan-fried bananass are businesses that are in great demand by consumers besides that the supply of raw materials is often lacking. Therefore, we want to know the development of this business during and after the Covid-19 pandemic.

The sampling method uses taking respondents. Based on eight regencies and cities in Riau Province, there are 9 breadfruit chip entrepreneurs, 13 traders and 12 workers. The number of respondents for breadfruit chips business is 34 people. The number of fried banana fan entrepreneurs in Riau Province is 14 entrepreneurs, 12 traders and 12 workers. The number of respondents for the breadfruit chips business was 38 people. So the number of respondents used was 72 people from the breadfruit chips business and fan-fried bananass.

Research data uses analysis consisting of:

### **2.1 Characteristics of MSME actors and business profiles**

The characteristics of MSME actors are carried out using descriptive and qualitative statistics. The data collected in the field will be tabulated and tabled, then the average is taken in the form of a percentage. The characteristics of MSME actors that will be analyzed include age, education, gender, status, and business experience. While the profiles of MSME legal entities that will be analyzed include business history, business form, business scale, business ownership, and sources of capital.

### **2.2 Analysis of production, marketing, financial business plans in the Breadfruit Chips and Fried Banana Fan business in Riau Province**

The data analysis method used in this research is production, marketing, finance in the business of breadfruit chips and fried bananas. Product factor theory of capital, products, human resources, and natural resources. Gross income is useful for measuring the rewards obtained from the use of production factors (Soekartawi, 2012). To calculate net income using the following formula (Soekartawi, 2006).

$$\pi = TR - TR$$

Information:

$\Pi$  = Profit/Net income (Rp/Product Process)

TR = Gross Income (Rp/Production Process)

TC = Cost of Production (Rp/Production Process)

Marketing uses Philip Kotler's theoretical approach on the marketing mix which is grouped into 7P, which are, price, product, place, promotion, people, process, physical. Where this marketing theory will support the business program of breadfruit chips and fan-fried bananas. Financial calculations using cost theory and financial reports include balance sheets, profit and loss, changes in capital and cash flows. In this study discusses the calculation of fixed costs, variable costs, calculation of gross income, net income and business efficiency.

### 2.3 MSME Failure Risk Level

Calculating the risk level of MSME failure is done in a descriptive qualitative way. The data collected in the field will be tabulated and tabled, then the average is taken in the form of a percentage. The level of risk of failure of Agribusiness SMEs that will be analyzed includes capital, quality, competitor products, experience, and technology utilization.

### 2.4 Business Building Strategies during and after the Covid-19 Pandemic from Products and Businesses.

IFAS Matrix (Internal Factor Analysis Summary), after the external strategic factors of a company are identified, an IFAS table is compiled to formulate the internal strategic factors within the framework of strengths and weaknesses.

### 2.5 Strengths, Weaknesses, Opportunities and Threats (SWOT) of products and business development strategies implemented

The strategy for increasing the role of SMEs will be analyzed descriptively qualitatively. Data collected in the field to formulate corporate strategy, this analysis is based on logic that can maximize strengths and opportunities, but simultaneously can create weaknesses and threats. The strategic decision-making process is always related to the development of the vision, mission, objectives, strategies and policies of the company. Thus strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions. This is called a situation analysis. The most popular model for situation analysis is the SWOT analysis. (Sondang P Sinagian, 2003) The use of the SWOT analysis method wants to show that company performance can be determined by a combination of internal and external factors, both of these factors must be considered in a SWOT analysis.

### 2.6 Implement the selected business strategy.

Explaining the implementation of the selected MSME business strategy is carried out using descriptive and qualitative statistics. The data collected in the field will be tabulated and tabled, then the average is taken in the form of a percentage. The best strategy results are taken as the strategy chosen by MSME actors.

### 2.7 How to evaluate the implementation of business strategy

The way to evaluate the implementation of the MSME business strategy that has been chosen is to look at the output achieved, if it shows a profit that exceeds the plan, then the implementation is carried out. This is done using descriptive statistics, qualitative and quantitative. Data collected from processed results obtained from calculations, then taken the average and in the form of numbers and percent.

## 3. Result and Discussion

Based on preliminary observations of researchers in Riau Province, precisely in Pekanbaru City, there are 2 breadfruit agro-industry entrepreneurs into chips, namely Elsa Snack Breadfruit Chips and Famous Breadfruit Chips Snack. The two entrepreneurs process breadfruit into chips using simple equipment and manpower, and have carried out marketing by leaving their breadfruit chip products at various outlets or souvenir shops in Pekanbaru.

### 3.1. Characteristics of Agribusiness MSME actors and business profiles of MSME Breadfruit Chips and Fan-fried bananas Business in Riau Province.

#### 3.1.1. Characteristics of Agribusiness MSME actors

Agribusiness MSME actors are human resources (HR) who are the main actors who carry out and process agro-industrial businesses. The characteristics of agribusiness SMEs in this study are descriptions or conditions or characteristics of agribusiness SMEs as respondents who run agribusiness businesses in Kampar Regency, Siak Regency, Pelalawan Regency, Rohul Regency, Kuantan Singingi Regency, Indragiri Hulu Regency, Indragiri Hilir and Pekanbaru City. The characteristics of agribusiness SMEs in this study consist of: age, which is one of the factors that greatly influences activity and productivity in the results of their business. Basically, those who are young and healthy have stronger physical abilities compared to those who are entering old age. This is in accordance with the opinion of Nasution (Yulfita, 2015) who said that productive workers are aged 15-64 years, while unproductive workers are above 65 years of age who have mature processing capacity and have a lot of experience in managing their business, being very careful. in acting and making decisions, tends to act in a traditional way, and his physical abilities have begun to decrease.

Based on the analysis, it shows that most of the age of Agribusiness SMEs are in the productive workforce. Conditions like this can make it easier for farmers to produce and manage their business to go further with sufficient and long experience. With long enough experience, this will help Agribusiness MSMEs to deal with future problems and risks.

The educational factor has a very close relationship with the ability of Agribusiness MSMEs in using and implementing new technologies that can support increased use of inputs in their business. The high or low level of education is one of the easy factors for whether or not agribusiness SMEs make the right decisions about existing alternatives. This is in accordance with the opinion of Nasution (Yulfita, 2015) who said the length of education attained by farmers also influences decision making in running their farming business. This means that the longer they go to school the higher the level of knowledge they have. Based on the analysis, it can be seen that the education of the MSMEs in Agribusiness is mostly in the 10 to 12 years of education (High school), namely 60 people with a percentage of 83.33%. Furthermore, the education of the lowest Agribusiness MSMEs at 3 to 4 years of education (did not finish elementary school) amounted to 1 Agribusiness MSMEs with a percentage of 1.38%. Based on this, it can be seen that Agribusiness MSMEs require a higher level of education to be able to increase the results of their business. The more Agribusiness MSMEs that have an education level above 12 years, the better the knowledge possessed by Agribusiness MSMEs. Low education will result in a lack of knowledge in utilizing the available natural resources.

The experience of agribusiness MSMEs is one of the factors that influence the production of a business. The longer Agribusiness SMEs do business, the more experience and skills they have. With a lot of experience and skills can be used as parameters or guidelines to reduce the risk of failure. In addition, experienced Agribusiness MSMEs will be able to know environmental situations and conditions and quickly make decisions to overcome problems in the business. This can show that the experience of MSME Agribusiness in Kampar Regency and Pekanbaru Municipality is still relatively new. So that it requires Agribusiness MSMEs that have sufficient and long experience to help Agribusiness MSMEs in other Regencies in managing their business.

Agribusiness MSMEs that have the most number of family members are those with 3 family members with a total of 72.00%. Agribusiness MSMEs that have the least number of family members are those with 5 family members with 1 head of family (KK) or 4.00%.

### **3.1.2. Business profile**

The history of the business is as follows, the Pisang Goreng Fan Kuantan II business was originally started from Susi Hartini's hobby of cooking and eating. This hobby later became the inspiration to open a fried banana business. He then started his work as a permanent entrepreneur on September 18, 1991. The business started with several banana combs. The name of the street where he started his business is now the trademark label used to this day.

Product development continues to be carried out to improve marketing, one of which is by developing half-cooked fan-fried bananas products. This product is a form of souvenir where consumers can re-fry half-ripe fried bananas that are purchased and enjoyed warm. This product was very well accepted by the market, as evidenced by the high consumer demand, reaching 5,000 to 8,000 pieces per day, besides that, other types of fried foods were added, such as tofu, tempeh and various types of drinks. This product has been marketed in almost all of Indonesia and even neighboring countries such as Malaysia and Singapore.

Capital usually refers to financial wealth, especially in starting or maintaining business continuity, every entrepreneur must be closely related to finance, both coming from his own capital and borrowing to run the business. Business capital for starting a breadfruit business uses an average of Rp. 5,000,000, while fan-fried bananas use an average of Rp. 15,000,000. bank loans for places of business and opening branches. The results of the study showed that there were 24 employees working in the business of breadfruit chips and fan-fried bananas. Based on the criteria for classifying business scales based on the survey, the number of workers used by businesses is included in micro-scale businesses.

The business on fan-fried bananas is carried out using simple technology, namely using human power. One indicator of development for the fan-fried bananas business can be seen from the technological developments used in the business being run, in this business the processing process for fan-fried bananas uses a variety of tools, including cooling machines, gas stoves (automatic), knives, trays, Hand sealer, Big bucket, Plate, Spoon, Drain, and Banana claw. So the processing of fan-fried bananas still uses simple technology. In managing the fan-fried bananas, this business uses human power. This is why there are still problems in handling the oil content in fan-fried bananas. Banana oil makes bananas impact on the quality of the fan-fried bananas that will be produced.

### 3.2 Risk Level of Breadfruit Chips and Fried Banana Fan Business in Riau.

The risk level of MSME failure carried out by MSME breadfruit chips is higher than fan-fried bananas because the condition of breadfruit spoils more quickly and is difficult to store, in addition to the limited availability of fruit. The level of risk of failure of Agribusiness MSMEs that will be analyzed includes capital which can be controlled by regulating the use of capital according to raw material conditions and demand. The quality of products in the Riau area is still good and needs to be developed. Breadfruit chips products compete with other chips such as banana chips, taro potato chips. However, the potential for breadfruit chips is still there because the taste is more savory. Likewise with fan-fried bananas which are more delicious and different from ordinary fried bananas. There is no doubt about the experience of entrepreneurs and they understand very well about their business. While the use of technology has started specifically for fan-fried bananas.

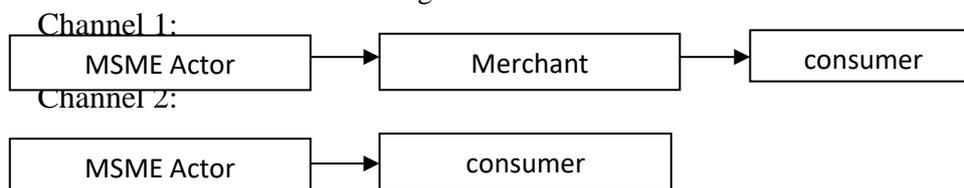
### 3.3. Business Development Strategies during and after the Covid 19 Pandemic from Products and Businesses

Based on the IFAS Matrix, after the external strategic factors of a breadfruit chip and fan-fried bananas business, the internal strength lies in the entrepreneur's skills and marketing, while the weakness in the availability of raw materials is still hard to come by. Marketing is an activity that aims to channel the production produced by producers so that it reaches consumers. In the marketing process, this activity involves marketing institutions such as traders and fried banana fans themselves.

The marketing channel is a chain that is passed in marketing the production of breadfruit and fried bananas where the products of the fried bananas are kapok bananas and later the productive ones are marketed by producers and consumers. There is one marketing channel for the production of breadfruit chips and fan-fried bananas, namely the first channel, namely breadfruit and banana farmers selling their products to entrepreneurs, then entrepreneurs sell directly to consumers. Where the two channels are carried out by MSME entrepreneurs and the second channel benefits because it sells directly to consumers.

In the process of marketing fried banana fans, of course, it is related to financing. As for financing, it means finding and managing cash capital related to the transaction of the flow of goods or products with distributors to the hands of consumers. in financing an object in the marketing process of fried banana fans need to be calculated carefully and the target of financing must be clear. The total marketing cost of fan-fried bananas is 3000/pcs. While the price for retailers is 4000/pcs. Entrepreneurs incur marketing costs for packaging of 85/pcs and marketing costs to retailers for packaging of 6.78/pcs, loading and unloading of 5.42/pcs, transportation of 24.41/pcs.

For more details can be seen in Figure 1.



The marketing margin is the difference between the price received by the entrepreneur and the consumer level or between the institutions involved because the longer the marketing channel can be affected by the marketing margin. The selling price of fan-fried bananas to business owners is Rp. 3000/pcs, while the selling price received by retailers is Rp. 4000/pcs. Means there is a price difference of Rp. 1000/pcs.

Marketing efficiency is a measure to see whether marketing is called efficient. To expedite the flow of producer goods to consumers, one of the influencing factors is choosing the right and efficient channel. Daniel (2002), states that a marketing system is said to be efficient if it is able to convey the results of producer farmers to consumers at the lowest possible cost and is able to carry out a fair distribution of the entire price paid by the final consumer to those involved in the production and marketing activities of these goods. . The value of marketing efficiency is 3%. Breadfruit chips business requires investment and equipment, for example the calculation of profit per month is Rp. 2.116.172,-.

### **3.4 Product strengths, weaknesses, opportunities, threats (SWOT) and business development strategies implemented.**

In marketing its products, there are two marketing mix strategies and SWOT strategies through: Marketing Mix. The results of the study show that the owner of the fan-fried banana business only uses 7 marketing mixes in marketing their products which include products such as: Product, price, place, promotion, people, physical evidence, process. This is done so that the owner of the business can see that the marketing efforts that have been carried out have fulfilled market demands, so that it can be seen more clearly in the following description:

1) Products, as follows: The quality of Fan-fried bananas and Breadfruit Chips shows that the craftsmen have standardized quality and are very Prioritize the quality of the products produced. This can be one of the strengths possessed by the fan-fried bananas and breadfruit chips business to be able to market their production more broadly. The marketing of Fan-fried bananas and Breadfruit Chips shows that Fan-fried bananas products already have special packaging and are different from similar processed products. The existence of this packaging also adds to the profit for entrepreneurs of fan-fried bananas and breadfruit chips because processed products already have brands that have obtained permission from the relevant institution, this makes it easier for the public or consumers to distinguish processed products from fan-fried bananas and breadfruit chips.

2) Price, as follows: research shows that fan-fried bananas and breadfruit chips in marketing their products determine the selling price of entrepreneurs. Where the price of bananas is determined unilaterally which has been made at a price of Rp. 80,000/bunch while breadfruit is Rp. 8,000/kg.

3) Place, as follows: Place or marketing channel includes company activities that make production available to target customers. The place or distribution strategy is a strategy that is closely related to the producers' efforts to distribute or channel processed products to reach consumers. This also supports because the location is very close to the city of Pekanbaru, so this makes it very easy for end consumers to buy fan-fried banana products and breadfruit chips around Pekanbaru City outlets.

4) Promotion, as follows: Promotional strategies focused in this study include advertising through banners, pamphlets and social media and cultural exhibitions. Based on the results from the field, the business of fan-fried bananas and breadfruit chips conducts advertisements such as placing banners of fan-fried bananas and breadfruit chips or distributing brochures of fan-fried bananas and breadfruit chips so that their products are known by the public inside or outside, namely by making banners and brochures Fan-fried bananas and you can also make vlogs about processed products such as Fan-fried bananas and Breadfruit Chips, so that people can more clearly know the products they will offer. Creative Culture Exhibition. Based on the

results of the field, in Riau Province there was a creative cultural exhibition activity, where in order for the products of fried banana fans and breadfruit chips to be widely known by the public inside and outside, the entrepreneurs of fried banana fans and breadfruit chips took part in this excellent activity. By participating in this activity, it will also have a good impact on fried banana fan and breadfruit chips entrepreneurs because the products are known by the public.

5) People, as follows: prepare competent employees according to the division of labor by employers. So, the activity of recruiting employees for certain jobs is carried out by entrepreneurs of fried banana fans and breadfruit chips, to be clearer as follows: employee selection, work motivation, giving bonuses to employees who get large orders and can complete well serving consumers on time certain.

6) Physical Environment, as follows: having a good physical environment and reflecting how to provide comfort and convenience for consumers, the physical environment for the business of fried banana fans and breadfruit chips provided by consumers is good enough. Has provided convenience to consumers who buy and choose products directly to the entrepreneur's place, the product is available along with the price of the product. Displayed in the fan-fried bananas shop and breadfruit chips are also neatly and attractively arranged with bananas arranged like a fan. For the convenience of consumers, the shop is equipped with a fan and employees regularly clean the business location to maintain cleanliness, avoid damage to the products sold and increase consumer comfort when making product purchase transactions.

7) The process is as follows: it has implemented well, and product quality is developing, a business engaged in the food sector applies proper sanitation in the production process to maintain product quality. In the activities of the production process, do not forget the availability of simple equipment that shows production activities, has equipment that suits your needs and is quite complete.

### **3.5. SWOT analysis of breadfruit chips and fan-fried bananas businesses**

In the swot analysis, it was found that the condition of the breadfruit chips business was in quadrant II by diversifying and the fried banana fan business was in quadrant I by carrying out aggressive activities. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously can create weaknesses and threats. With strategic planning, it is possible to increase the business potential of breadfruit and fried bananas by utilizing natural resources to cultivate more breadfruit and kapok bananas. This is supported by the high market level and the need for this food.

### **3.6. The Implementation of the selected business strategy**

The implementation of the UMKM business strategy for breadfruit chips and fan-fried bananas in Riau Province has proven to be in demand by consumers, traders/shops because of their delicious taste and different from the others. In addition, the potential of breadfruit has a high value and is profitable for farmers. So this business strategy must be developed again by synergizing with farmers or communities who own land by planting breadfruit and kapok bananas as raw materials.

### **3.7 Evaluation of the implementation of the businesses**

There is no doubt about the business of breadfruit chips and fried bananas because they have profitable prospects and all that remains is to increase the production of raw materials and the development of processing technology. As for human resources, there are those who are very experienced, such as Mr. Yana and Mrs. Rohani, experts in Kuantan II Fan-fried bananas and Processed Breadfruit Chips from Pekanbaru. The results of the evaluation of the implementation of these businesses in Kota Regencies in Riau Province are as follows:

1) In Pekanbaru City, production is routine, the amount of production is uncertain, raw materials are available because there are workers who are looking for them and come from around Pekanbaru. The selling price of the packaging is IDR 13,000/100 grams. There are 2 number of race variants, namely the original variant and the seasoned variant. The price of breadfruit chips is Rp. 13,000 for Syalawan shops and supermarkets selling for Rp. 16,000. Chips are sold to the fruit market, AURI mart, Mamamia. Mainstay..Pertamina Rumbai and up to 3 locations in Pelalawan Regency.

2) Rokan Hulu Regency, the Regional Government of Rohul has distributed 1,800 Breadfruit Tree seedlings to the community as an acceleration of food diversity. The breadfruit planting program was carried out using an intercropping pattern planted among other crops. The program is an alternative program to replace rice. This type of breadfruit plant has been developed into several types of food such as noodles, flour, bread and for breadfruit meatballs. Then, in the future, breadfruit can also be a substitute for flour that is commonly consumed by people today. "The development of trees and food from breadfruit is already a national program," The shortage of raw materials was imported from North Sumatra Province.

3) Pelalawan Regency, the activity of making breadfruit chips has only been going on since 2017. Breadfruit trees are thriving, because of that residents are trying to process the breadfruit chips into chips and this business has become a village icon. The resident admits that he makes breadfruit chips every two days, and he even looks very busy when orders come in. Making Breadfruit chips is not difficult, everything is done manually and takes four hours. The price of the breadfruit will be cheaper if the buyer collects it from the tree himself. "There are two flavors of breadfruit chips, namely sweet and salty, and on average customers like the sweet taste," because they are almost similar to bread, making various kinds of breadfruit preparations acceptable to the market. Even several other breadfruit processed products such as breadfruit cakes, breadfruit donuts, breadfruit risoles, and other products are in great demand by consumers from all walks of life. The price is not expensive, so breadfruit is often chosen by business actors to be processed into various types of food menus. To start a big profit business from various processed breadfruit. The first is by wholesale and the second is by producing it yourself. Some potential places that you can work with include gift shops, supermarkets, school canteens, student cooperatives, cafes, grocery stores, restaurants or food stalls, and so on. Make a brand and product label to enhance the appearance of the snack products that you market. In this case you can determine the product brand that sells and use screen printing plastic packaging to increase the selling value of the product. In addition, by cooperating with several suppliers of breadfruit snacks, you don't have to spend a lot of time, money, and energy to produce these snacks. You only need minimal business capital to run this business opportunity. Most importantly, you must have sales power (a strong salesperson's mentality) to convince shop and food stall owners that they are willing to entrust you breadfruit snack products. Considering that market competition in the snack business is very tight, there is nothing wrong if you create something unique to increase your selling value in the eyes of consumers. For example, by choosing product packaging that is unique and attractive, so that consumers who see your snack product are immediately lured into buying it. Furthermore, you can also add different flavors so that consumers are even more curious about the taste of the breadfruit snack products that you are marketing. Now, Pelalawan Regency as a business center for breadfruit chips is growing, moreover, these snack manufacturers also market them online.

4) Taluk Kuantan Regency. The Regional Government of Kuantan Singingi Regency has made a new innovation, namely making breadfruit into Sutel chips (tela-tela breadfruit). They say, this idea was born since 2018, seeing the many breadfruit plants in Lake Village, so they use it to improve the economy of the village community. With this idea in mind, in 2019 Pemdes together with the Family Welfare Empowerment (PKK) of Lake Village realized this idea by utilizing breadfruit into silk chips. Although it has not been well managed, now the

Pemdes Danau has budgeted for empowerment for the PKK such as training in management and procurement of facilities or tools for managing silk chips. This product will be produced for sale and purchase after the completion of the training and procurement of silk chip management facilities for PKK mothers. The silk chips will have three flavors, namely original, roasted corn and sweet corn which are sold at IDR 5,000/pack.

5) In Kampar Regency, there are outlets selling breadfruit chips and fried banana fans, but the management is not optimal. Breadfruit production in Kampar Regency is greater when compared to Siak and Pekanbaru Regencies.

6) Siak Regency, the condition of development is normal, it has not been maximally managed in the business of breadfruit chips and fan-fried bananas.

Therefore, based on the above evaluation, the breadfruit chip and fan-fried bananas business has prospects for development and is profitable to be run by Micro, Small and Medium Enterprises in Riau Province.

#### **4. Conclusion**

Efforts to build the economy during and after the Covid 19 pandemic, the MSME sector through digital media and the creative economy (Case: MSME Breadfruit Chips and Fan-fried bananas) in Riau Province are profitable and promising for development. This is supported by several analyzes, namely 1) The characteristics of entrepreneurs and business profiles support in advancing the business of breadfruit chips and fried bananas, 2) Production of breadfruit chips and fried bananas can still meet consumer needs both offline and online. 3) Breadfruit chips and fried bananas Fan-fried bananas, which are produced through an agro-industrial process, process breadfruit into other food products that have high selling value, such as the Kuantan II Fan-fried bananas and Famous Snack Brand Breadfruit Chips which already have local and national names and are in great demand by the public. 4) The strategy for advancing the business of MSME actors and being able to add to the community's economy is to synergize to plant breadfruit and kapok banana trees in Riau Province. 5) Increase the number of MSMEs engaged in the business of breadfruit chips and fan-fried bananas which have prospects and are the leading snacks for Riau Province. During and after Covid 19 the demand continues to increase, especially during the holidays, Eid, New Year. This means that demand is higher than stock or production.

#### **5. Closing**

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