

## **Analysis Of PICOPI Product Innovation Strategy In Order To Improve Costumer Buying Interest In Bengkayang City**

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### **Abstract**

This Research aims to describe the PICOPI innovation products strategy for influencing consumer buying interest in Bengkayang City. The type of research used is a descriptive qualitative research method with data sources obtained from primary and secondary data by conducting observations, interviews, and documentation. The location of the PICOPI Fried Banana Business Product Innovation Strategy research was carried out in the Bengkayang Regency area, especially in the Bangun Sari Bengkayang housing area, Shanti Bhuana Dormitory, and Sahan Village, Bengkayang. The results of the analysis show that the innovation strategy done by PICOPI is based on (1) modulation by innovating shape; (2) design by packaging products in clear, pink mica, cake boxes, cups, and logos, (3) complementary ingredients such as toppings with variants of chocolate, cheese, milk, strawberry, (4) reduced efforts such as providing inter-product services to consumers, and providing discounts in the form of price discounts and free 1 pieces product to increase consumer interest. But the most attractive strategy that influence consumer interest PICOPI is the flavor variant section.

Keywords: Consumer Interest, Fried Banana, Innovation Strategy

### **1. Introduction**

Culinary in Indonesia now has a variety of its own characteristics that are constantly experiencing developments in accordance with the ideas and creativity possessed by business people. Business actors must be good at seeing and taking advantage of potential business opportunities in every surrounding environment as a source of income. The competitiveness of the culinary business is currently increasing so that it becomes a challenge for business actors to be more creative in creating and marketing their superior products. Several culinary products are of particular concern to culinary connoisseurs, one of which is fried banana culinary. Many business people create fried banana products with the same name, the same menu, the same raw materials but are produced and packaged through creativity and innovation so that they have their own characteristics in the minds of consumers (br Siahaan and Vuspitasary, 2022).

Bengkayang Regency is currently developing culinary snacks rapidly due to the increasing population and consumer demand for culinary is also increasing. Fried banana culinary in Bengkayang is the product that is most in demand by the public and can be enjoyed by all groups. The sellers of fried bananas in the Bengkayang area are as varied as chocolate fried bananas, milk cheese bananas, banana satay, fan bananas, banana bread, strawberry bananas, and banana balls. Fried bananas are a favorite food and snack in Bengkayang Regency. Fried bananas are very suitable to be enjoyed with coffee drinks while relaxing as a stomach prop. Apart from that, competition in the fried banana business is of course increasing and cannot be avoided so that business people can apply a good strategy to attract consumers' buying interest in the fried bananas offered by (Usman, Hapsari and Sumarni, 2022).

PICOPI is a snack that is most in demand by the public and can be enjoyed by all groups, both children, adults and the elderly. The presence of PICOPI fried bananas with various shapes and delicious tastes has become one of the favorite snacks and is much sought after and interested by consumers. Managing PICOPI fried bananas requires intelligence and creativity in order to produce unique shapes and delicious flavors and packaged in attractive packaging so that they can be sold in large quantities. Processed fried bananas are innovated in terms of shape, taste and packaging so that they have their own characteristics from fried banana products in general so that consumers don't feel bored when enjoying them and can increase consumer demand for PICOPI fried bananas. Therefore this study aims to find out how the implementation of the innovation strategy carried out by PICOPI is to attract consumers' buying interest in Bengkayang and can also add insight to business actors in the culinary field.

The purpose of this research is to describe the application of innovation strategies to PICOPI products influencing consumer buying interest in Bengkayang.

## **2. Literature Review**

### **2.1 Bananas Fruit**

Banana is one type of plant in Indonesia. Bananas grow and reproduce by budding, these plants are found in many tropical and sub-tropical areas. Indonesia is the largest banana producing country, due to natural conditions that strongly support banana growth. Bananas have several important ingredients, including carbohydrates and vitamins. In addition, bananas also contain fat, minerals, protein and fiber. Bananas are used as a food ingredient that can be processed into various types of dishes that are ready to eat (Ni'Maturrohmah and Chalimah, 2014).

Business opportunities that can be exploited from bananas are such as making fried bananas, banana cake, banana chips and cheese grilled bananas. The potential for bananas is abundant, researchers can utilize bananas as a raw material that can be used as a processed product that is innovated and has a selling value or processed for self-consumption. Bananas can also be an opportunity to open a business. With this opportunity, researchers can utilize banana raw materials as processed products for making light snacks so that they are in great demand by consumers and have a sale value.

## **2.2 Product Innovation Strategy**

Innovation strategies are steps that are considered more effective by entrepreneurs to be used in creating changes and updates to a product or service that is produced. Innovation is related to the ideas and creativity possessed by business actors to make innovations from the products offered, with the hope that consumers will not switch to other similar products. Innovation itself is one of the determining factors in the success of a business being carried out in order to survive and develop and be able to compete. So, process and product innovation is a major change in a set of information related and related to efforts to improve or improve existing resources and combine resources into a new configuration or product that is more productive (Dismawan, 2013).

According to Sari (2013) describes several approaches to the development of product innovation as follows :

- a. Based on modulation, it involves changing a basic characteristic of a product or service by increasing or decreasing that characteristic. In general refers to functional or physical characteristics.
- b. Size-based, is the launching of a new product to the market without changing anything but the volume.
- c. Design-based, is an innovation where the product, content or packaging and size sold are the same, but the design is modified.
- d. Complementary material development is based, which involves adding additional materials or services to a product or service.
- e. Innovation based on effort reduction is a strategy to cut product distribution flows, so that consumers can easily get products.

## **2.3 Product Quality**

The definition of product quality offered to buyers has its own advantages and various criteria. Product quality is also a dynamic condition related to products, services, people and processes. Product quality is considered as a strategy for measuring the relative goodness of a product or service consisting of design quality and conformity quality. Quality of design is a function of product specifications, while quality of conformity is a measure of how far the product can meet the requirements and quality specifications that have been set (Ramadhan, 2017).

Quality is defined as fulfilling or giving the best value so that it becomes the hope and attraction for customers when using the product. Quality contains many definitions, different people will interpret it differently as follows (Yusat, 2016) :

- a. Compliance with requirements or demands, products created in accordance with the needs and interests of consumers in terms of product appearance, taste, packaging and service
- b. Suitability for use, the product is suitable for use or consumption by consumers.
- c. Continuous improvement or refinement, making new innovations to the product.
- d. Free from damage or defects, the products offered to consumers are not damaged or expired.
- e. Fulfilling consumer needs from the start and at any time, serving and receiving consumer orders according to the required needs.

- f. Something that can make consumers happy, create appropriate products, appropriate prices, serve consumers quickly, is easy to reach so that consumers feel their needs are met.

## **2.4 Consumer Buying Interest**

Consumer buying interest is consumer behavior, where consumers have a great desire to buy and choose a product based on experience in choosing, using or even wanting a product. The function of consumer interest is product quality and service quality, consumer interest in buying a product is related to the characteristics of a country and its people. Increasing consumer attractiveness for a product that has been determined can increase consumption levels. When consumers have obtained the required product or service needs, a purchasing decision will arise for a product. In understanding consumer behavior, there are many influences that underlie a person in making purchasing decisions on a product or brand. Most people's consumer buying behavior is often initiated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from other environments Arista & Astuti (2011).

## **3. Methods**

Menurut Suwendra (2018) the research method is a scientific method used by researchers to find data sources from various sources that can support and clarify data with specific goals and uses. Investigations will be carried out by researchers to obtain information that must be known in data collection, by looking for facts and truth from the data studied so that they will get clear and valid data according to what is needed. The research method is an initial stage carried out by someone and trying to find and collect data with field studies such as observation, interviews and documentation.

The research was conducted to make it easier to obtain the necessary information and data. Qualitative research is a research method used to examine an object and reveal the problems to be studied. By searching for data information and collecting important data and analyzing existing and collected data, then this data can be used as research material to solve a problem and make conclusions from all the data that has been obtained and collected

According to Hadi (2017) Data analysis is a process for compiling data that has been collected based on the findings that researchers get from observations, interviews, and documentation, then analyzes and collects data into categories, patterns and becomes one description so that it will draw good conclusions that are easy to understand and understandable. The stages in analyzing the data are as follows: (1) data collection, (2) data reduction, (3) data presentation, (4) drawing conclusions.

## **4. Results and Discussion**

Innovation strategies are steps that are considered more effective by entrepreneurs to be used in creating changes and updates to a product or service that is produced. Innovation is related to the ideas and creativity possessed by business actors to make innovations from the products offered, with the hope that consumers will not switch to other similar products. Innovation itself is one of the determining factors in the success of a business being carried out in order to survive and develop and be able to compete. Process and product innovation is a major change in a set of information

related and related to efforts to improve or improve existing resources and combine resources into a new configuration or product that is more productive.

Strategies to increase sales of PICOPI fried bananas so that they remain a superior product in the minds of consumers here PICOPI's business implements a modulation-based innovation strategy by innovating shapes such as banana satay, balls, love, triangles, design-based by packaging the product in clear, pink mica, cake boxes, cups and logos, based on complementary materials such as toppings with flavors of chocolate, cheese, milk, strawberry, meses, based on reducing efforts such as providing services between products to consumers, and providing discounts in the form of price discounts and free 1 pcs product for increase consumer interest. Texture and taste are also one of the centers of consumer attention for products so that businesses must be able to maintain it so that consumer demand for PICOPI fried bananas continues to sell well.

Based on research (Wahyu Arianto, Wahyudi and Iswono) regarding "Competitive Advantages of Processed Starfruit Processed Micro Businesses by Cemara Sari Trading Businesses Based on Product Innovation in Blitar City" implementing four strategies based on :

a. Modulation

UD Cemara Sari which is based on processed fresh fruit star fruit by modifying the shape of the packaging at the end of the bottle in such a way with the hope that the bottle can be lifted and carried practically and easily.

b. Design

Cemara Sari carries out physical and functional development of raw materials, and has not yet penetrated into the realm of product design as a whole. Only for products made from star fruit chips, business actors are trying to develop innovative product content designs, namely star fruit pieces, and are very similar to stars.

c. Complementary Materials

Innovations made on flavors that have been created on the tongue of consumers are continuously being maintained properly by business actors. If there is a slight addition or reduction of raw materials for production, the taste will change, and this will automatically have an impact on consumer response.

d. Effort Reduction

Distribution and its components build a network of chains that will relate to each other, and ultimately create the scope of marketing and sales. UD Cemara Sari continuously creates its own distribution channels. The limited location of production sites has prevented business actors from opening a showroom as a place to show off their products. Consumers will certainly hope to be able to get the product they want in an easy and practical way. UD Cemara Sari has difficulties with this problem, because all aspects of marketing and sales are rarely done directly. Until now there are two major agents who receive products to be distributed to consumers.

The creativity and innovation carried out by business actors in developing products so that they become superior products in the minds of consumers and to increase consumer demand for PICOPI fried bananas through an innovation approach strategy based on :

a. Modulation

In a product, taste and shape are the main aspects when consumers want to buy fried banana cake. Innovation in terms of taste is always done by the author so that consumers are not easily bored with the products offered and have their own characteristics. For taste innovations carried out by PICOPI products are updates in forms such as banana satay, banana balls, love bananas, and banana bread.

b. Design

Product innovation is carried out on aspects of packaging, and logos that lead to product uniqueness and have their own characteristics so that they can attract consumer interest. The author always innovates on PICOPI fried banana packaging, such as clear, pink colored mica, cake boxes, and cups.

c. Complementary Materials

Provision of raw materials as supporting materials for product innovation in flavor variants such as chocolate topping, cheese, milk, meses seres, and strawberry jam.

d. Effort Reduction

Strategies or efforts made to consumers who purchase PICOPI products by providing product delivery services to consumers at least 3 pcs product orders in the Bengkayang area not far from the production site, giving discounts in the form of a discount of IDR 2,000/mika or 1 free mica product to loyal customers PICOPI.

Based on the sales results of PICOPI fried bananas, consumer interest in PICOPI fried banana products has decreased every month because consumer demand for PICOPI products is uncertain every month, as in October 2021 the product was successfully sold in small quantities, and experienced an increase in the number of sales in October 2022 , so that the turnover generated from this business is still small and research needs to be done to be able to increase the amount of consumer demand for products in order to increase further sales turnover through product innovation strategies, therefore researchers will conduct research with the title PICOPI Product Innovation Strategy Analysis To Attract Interest Buy Consumers in Bengkayang.

## **5. Conclusion**

Based on research on the implementation of innovation strategies on PICOPI products, it can be concluded that taking advantage of business opportunities by innovating sustainable products is very important to win business competition and maintain consumer interest by creating products that have their own uniqueness and characteristics. The main reason for carrying out product innovation is to fulfill consumer satisfaction, with the four innovation strategies carried out by PICOPI, namely modulation, design, complementary materials, and effort reduction, which have increased customer purchases for the interests of Bengkayang City.

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