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## **Crispy Squid Product Development (Case Study: PT. Cupa-Cupa Snack) Pangandaran Regency**

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### **ABSTRACT**

PT Cupa-Cupa Snack is a company in Pangandaran that processes fishery products into snack products, one of which is crispy squid. The number of crispy squid producers in Indonesia is a challenge for companies to develop products with the aim of producing innovations that suit market needs and maintain competitiveness. The purpose of this research is to analyse the product development that has been carried out by the Cupa-Cupa Snack company. The research was conducted in September 2024. The research method used is the survey method, with interview techniques and observation of crispy squid products which are analysed descriptively qualitatively. The results showed that the company has developed in various aspects such as the addition of raw material suppliers from various regions, the use of faster and more modern production equipment and processes, changing the formulation of non msg additives that are safe for consumption, pricing with appropriate product quality, using quality aluminum foil packaging, increasing flavour variants, and business-to-business marketing that maintains good and consistent digital presence techniques on various social media such as Instagram, Facebook, and Tiktok.

**Keywords:** Business, Snacks, Packaging, Marketing, Fisheries

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## **1. INTRODUCTION**

Product development involves a series of activities starting from the planning stage to production, focusing on market needs (Prabowo & Zoelangga 2019). Product development can be carried out by internal company personnel by applying appropriate models to create new products. This development process is important to maintain and improve the company's competitiveness in the market (Husniar *et al.* 2023). In the product development process, it is important to have sufficient resources, knowledge, and experience so that the product can be quickly launched and used in the market. When these conditions are met, the management of the development process should be directed in such a way that the main focus is on capitalising on existing opportunities (Hasibuan *et al.* 2022). According to Wiraghani & Prasnowo (2017), the stages in the product design and development process include: (1) Planning Stage, (2) Concept Development Stage, (3) System Design Stage, (4) Detail Design Stage, (5) Testing and Refinement Stage, (6) Production Stage.

Product development plays a crucial role in business sustainability, because continuous innovation can help companies stay relevant in the midst of dynamic market competition. This is in line with Febrian & Rahayu's (2023) statement, that the importance of more creative development and innovation aims to increase the competitiveness of each product, so that it can reach a wider market.

According to an online survey conducted by Mondelez & Harris Poll in 2020, around 77% of Indonesians aged 18 years and over consume snacks more often than heavy meals every day (Amrullah *et al.* 2023). In line with the times, snack producers continue to innovate to meet the needs of a very large number of consumers. One of the snack companies is PT Cupa-Cupa Snack. According to Amrullah *et al.* (2023), the Cupa Cupa snack company innovates in creating seafood snacks that are nutritious and high in protein by utilising Pangandaran's abundant fishery wealth. Cupa-cupa snack products are in the form of crispy snacks produced from processed various marine animals such as crabs, squids, and shrimps, equipped with various additional seasoning variants that are ready to be eaten as snacks or side dishes.

PT Cupa-Cupa Snack dominates the seafood snack market in Pangandaran and is distributed almost throughout Indonesia. The company has prominent advantages in various aspects such as attractive and functional packaging, guaranteed food safety for consumers, high nutritional content, clear expiry date information, and competitive prices that make it more affordable than similar seafood snack products. One of the superior products of PT Cupa-Cupa Snack is crispy squid. This is because crispy squid products are the main products of the cupa-cupa company or 'Cumi Pangandaran'. Therefore, research was conducted with a focus on the crispy squid product of PT Cupa-Cupa Snack with the aim of analysing the product development carried out by the company.

## **2. RESEARCH METHOD**

The research was conducted in September 2024 at PT Cupa-Cupa Snack, Pangandaran Regency. The research method used was the survey method. Primary data was taken from the results of interviews and observations of crispy squid products, and secondary data in the form of support obtained through literature study references. The interview technique was conducted online through the Zoom meeting online communication platform to business owners. Interviews and observations focused on product development activities that have been carried out. The primary data and secondary data obtained were analysed using a qualitative descriptive approach, which uses qualitative data and is described descriptively.

### **3. RESULT AND DISCUSSION**

#### **3.1. Company Profile**

PT Cupa-Cupa Snack is a fishery snack product processing business located in Pangandaran Regency, West Java. The company was founded by Geraldyn Vania Eka as a young entrepreneur in 2014.



**Figure 1.** Logo of PT Cupa-Cupa Snack

The company name cupa-cupa stands for the company's initial focus on 'Cumi Pangandaran' products. However, in 2017 until now, product development has been carried out so that there are several variants with other marine raw materials such as crabs and shrimps. The total number of employees of PT Cupa-Cupa Snack to date is 6 people.

#### **3.2. Vision and Mission**

PT Cupa-Cupa has a vision of 'Pioneer of seafood snacks; a practical way to enjoy seafood', with a company mission of 'Presenting practical, quality, and value-added seafood products and encouraging the consumption of local seafood as a healthy and nutritious snack'. The company aims to present innovative seafood snack products made from local raw materials that are rich in protein and marketed through indirect distribution throughout Indonesia with target consumers under the age of 50.

#### **3.3. Product Development**

Product development is an important aspect for companies, which includes creating new products or improving existing products (Kotler 2002). PT Cupa-Cupa Snack is the result of the rebranding of MSMEs in 2017 and focuses on the Business-to-Business (B2B) company model in 2020. According to Muzellec & Lambkin (2006), rebranding is the process of updating a product's identity, including name, symbol, or design, to give it a new look and differentiate it from competitors. The rebranding activity carried out by the owner of PT Cupa-Cupa Snack is an individual creation from the development of lateral thinking ideas. The owner does individual creativity as a result of reading, and culinary to snack food centres in Japan. The company is committed to business development every 1 year. This is because it has entered a large food and beverage industry company, so innovation is needed to maintain the market.

The results of PT Cupa-Cupa Snack's rebranding strengthen the company's position in the fisheries processing market and increase the attractiveness of the product in the eyes of consumers. The following is a product development that has been carried out by the company.

### **3.4. Raw Material Supplier**

The raw material in making crispy squid cupa-cupa uses fresh squid. Squid meat (*Loligo* sp) has advantages compared to other seafood, namely no spine, easy to digest, has a distinctive taste and contains the type of amino acids needed by the body (Yuniasih *et al.* 2023). Fresh squid used is obtained from fishermen in the Pangandaran area. Pangandaran Regency is an area rich in marine resources because it is directly adjacent to the Indian Ocean. One of the Pangandaran fishermen's catches is squid (Dewanti *et al.* 2018).

PT Cupa-Cupa Snack initially only cooperated with one Pangandaran fisherman to supply squid raw materials. Along with the increasing market demand, the raw materials needed also need to be added and cooperation with fishermen needs to be increased. Until now, PT Cupa-Cupa Snack has collaborated with 10 fishermen from several regions, namely Pangandaran, Cilacap, Tegal, and Rembang fishermen to meet the needs of raw materials.

### **3.5. Equipment**

The equipment used at the beginning of production in 2014 was still using traditional methods with simple tools such as pans totalling only 2 pieces. Along with the increase in demand in the market and also the development of technology, the tools used are also more modern and developed. Some of the tools used include electric ovens with temperature settings and timers, in addition to production already using machines. The development of the tools used can increase production volume, the colour and taste of the products become more uniform, and have the right level of crispness.

The development of production machinery used by PT Cupa-Cupa Snack reduces the number of human resources employed. This is reinforced by Saputra's statement (2023), that the use of machines can reduce the number of workers (HR) because machines offer automation and efficiency in various production processes.

### **3.6. Formulation**

A formulation is a blend of one or more ingredients that are carefully arranged to enhance the effectiveness of a product. These combinations are designed with optimisation in mind, ensuring that each ingredient contributes to the overall performance of the product. The formulation process also takes into account the interactions between ingredients, so that the resulting product is not only efficient, but also safe, stable, and suitable for user needs (Seveline *et al.* 2019).

The formulation of making crispy cupa-cupa squid has a slight change in the use of additional ingredients such as flavouring. Monosodium glutamate (MSG) is a flavouring ingredient that is often used in cooking to enhance the taste of food (Rochmah & Utami 2022). Initially, the production used ordinary flavourings that still contained MSG, but as a result of re-branding with the aim of improving food safety, the owner customised the seasoning and changed the flavouring to non-MSG. According to Novianti (2020), Monosodium Glutamate (MSG) can cause adverse health effects if consumed at excessive levels. These negative impacts include nerve cell damage, asthma, obesity, headaches, hypertension, cell damage, kidney disorders, and depression (Rochmah & Utami 2022).

### **3.7. Product Packaging**

Packaging is a container for packaging products that are equipped with labels or benefit information. Good packaging can increase visual appeal and create brand recognition (Sagita & Siswahyudianto 2022). Packaging development is carried out in addition to protecting the product as well as to increase the attractiveness for consumers and affect the selling value, because it can determine how salable the product is in the market (Smaragdina *et al.* 2023).

The results of research by the owner of PT Cupa-Cupa Snack in developing packaging currently use aluminium foil material (Figure 4). According to Astuti *et al.* (2017), aluminium foil packaging is good to use because it has heat-resistant, airtight, low in water vapour permeability, non-corrosive, and light-tight properties, so it can minimise the increase in aw numbers. The packaging also has a design that is suitable for the product being sold. In addition, there is a nutrition pack on the packaging based on laboratory tests of the product's nutritional content.



**Figure 2.** Plastic packaging in 2014



**Figure 3.** Tin can packaging in 2014



Figure 4. 2017 Packaging



Cupa Cupa Snack Cumi 50gr

Figure 5. Aluminium Foil Packaging

PT Cupa-Cupa Snack also developed a Continuous Band Sealer machine, which is a tool that can automatically seal plastic packaging and aluminium foil laminated with adjustable speed, so that the production process becomes more efficient compared to conventional sealer machines (Smaragdina *et al.* 2023). In addition, the packaging also contains silica gel which can absorb water and maintain the shelf life of crispy squid products (Ummah *et al.* 2013). Therefore, the product is safe for storage up to a period of 6 months at room temperature.



### **3.8. Flavour**

Product flavour variants are one of the factors to improve the quality and competitiveness of food products (Amar 2019; Marka *et al.* 2018). In 2014, PT Cupa-Cupa Snack only released one flavour variant of the original crispy squid product. The company's entry into the Indonesian food and beverage industry is the main reason for developing product flavours. This is done on an ongoing basis to maintain competitiveness in the market. By continuing to present new and interesting flavour variations, the company can meet changing consumer tastes, increase customer loyalty, and expand market share. Until now, PT Cupa-Cupa Snack has successfully created various flavours, namely spicy, barbeque special, seaweed, cheese, corn, and korean spicy noodles. The superior product that is most in demand by consumers based on sales levels is the original flavour variant.

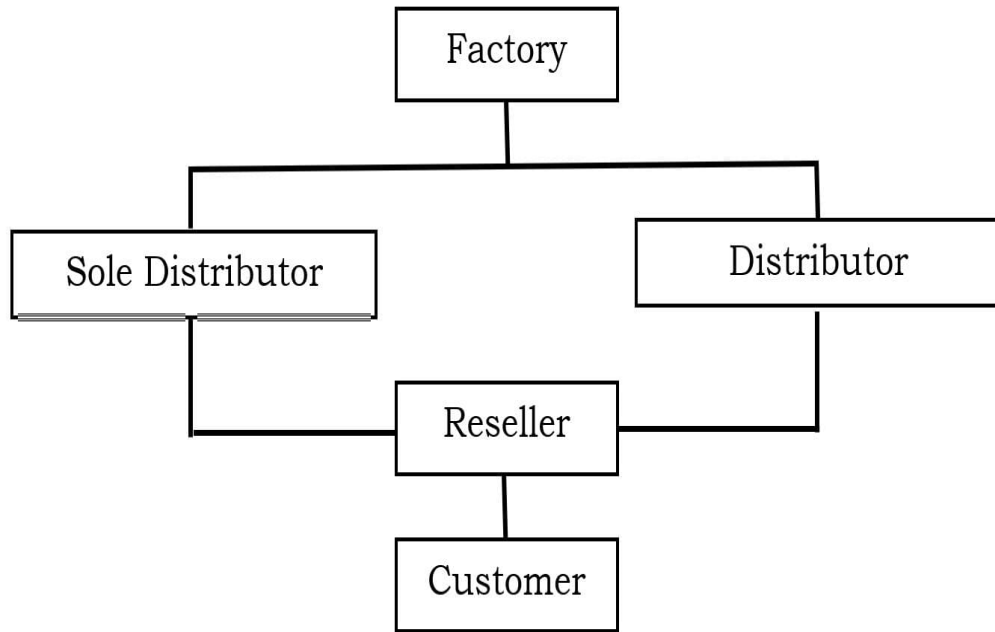


**Figure 6.** Original Crispy Squid

### **3.9. Marketing Techniques**

Marketing is a method applied by producers to channel information about the products produced to consumers, with the aim of making a profit through the implementation of certain strategies in the company (Ariyanto *et al.* 2023). According to Farhan *et al.* (2024), marketing strategy is a plan designed to deal with market conditions in order to maintain business continuity.

The owner of PT Cupa-Cupa Snack distributed 300 questionnaires to determine customer satisfaction regarding product aspects such as taste, price, and expected marketing techniques. In 2014, the owner only sold products through direct marketing to customers using the Facebook application. However, after the transformation from MSME to PT, the owner is currently focusing on the Business-to-Business (B2B) model, which is selling products to other businesses, so they do not directly carry out sales activities with customers. Offline B2B is done via Indomaret, Carrefour, Transmart, and other marketplaces, which are distributed almost throughout Indonesia, with the most distributors on the island of Java.



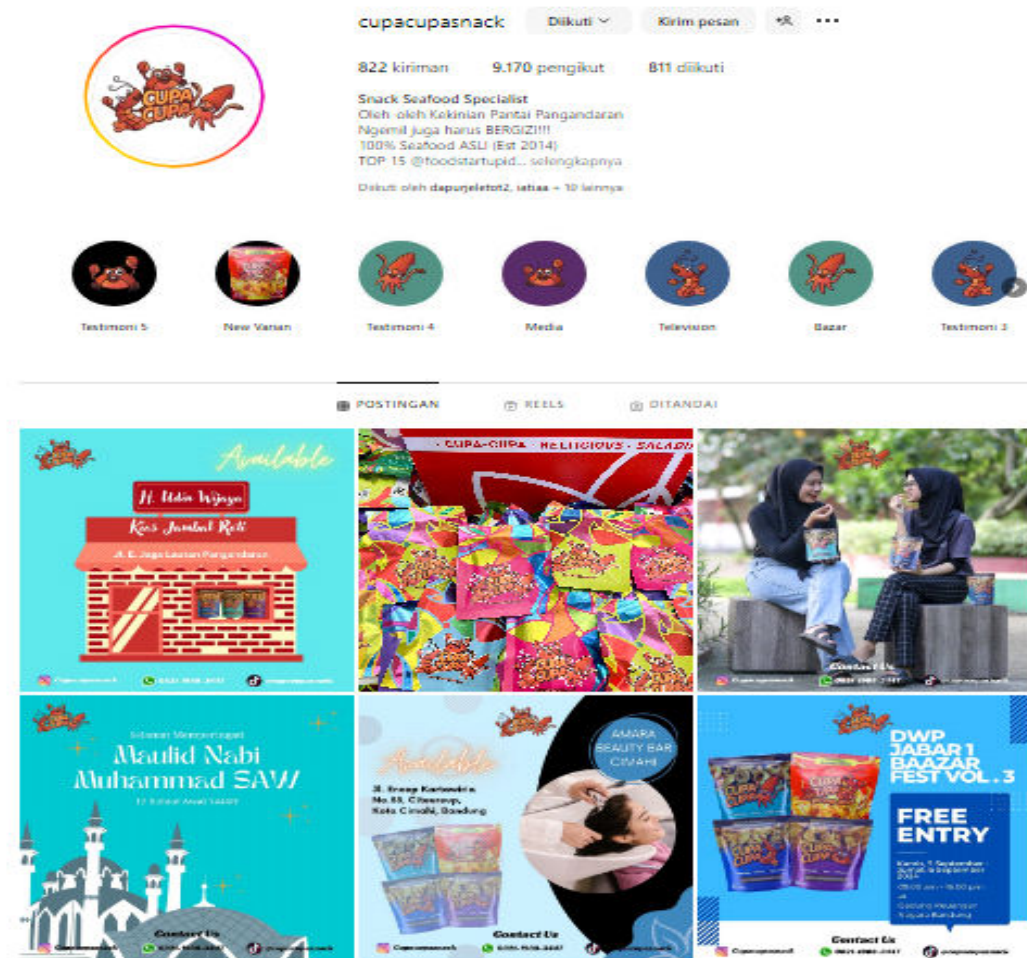
**Figure 7.** Distribution Chart of PT Cupa-Cupa Snack

The development of marketing techniques is carried out by the owner by building a digital presence, namely an active business presence online. Marketing techniques are carried out by the owner by using social media and utilising promotions through influencers to build a wider product market. Promotion is carried out on various social media such as Instagram, Facebook, and TikTok. According to Canavaro *et al.* (2024), the positive impact of selling products through social media not only makes marketing costs more efficient and provides opportunities to reach a wider market, but also creates unlimited marketing space and time. Marketing on social media needs to be supported by the influence of influencers. Influencers are individuals who have the ability to influence purchasing decisions through their views, advice, or opinions (Handika & Darma 2018).

### 3.10. Instagram

Instagram is one of the social media that can share and upload photos and videos online. Cupa-Cupa Snack has been using Instagram since 2014 for promotion and sales (Figure 8). Instagram has been widely used as a place to do business by uploading photos of products to be marketed with a variety of images that can attract buyers (Kurniawati & Arifin 2015).





**Figure 8.** Cupa-Cupa Snack Instagram

Cupa-Cupa snack in using Instagram as a promotional media has routinely uploaded various interesting posts and information that can attract buyers. Cupa-Cupa snack's Instagram content contains posts about product types, distributor and reseller information, testimonials, promos, events or fairs, and also interesting promotional videos. Cupa-Cupa snack currently has 9,170 followers on Instagram.

### 3.11. Facebook

Facebook is one of the media that can be used as a promotional and sales tool. As a sales tool, this platform has several features such as sales groups and marketplaces (Risandi *et al.* 2024). The use of Facebook by Cupa-Cupa snack has been started since 2014 (Figure 9). Posts on the Cupa-Cupa snack company's Facebook are not much different from Instagram. In addition, the owner also routinely posts or uploads about products on Facebook. Cupa-Cupa snack itself has 777 followers on Facebook.

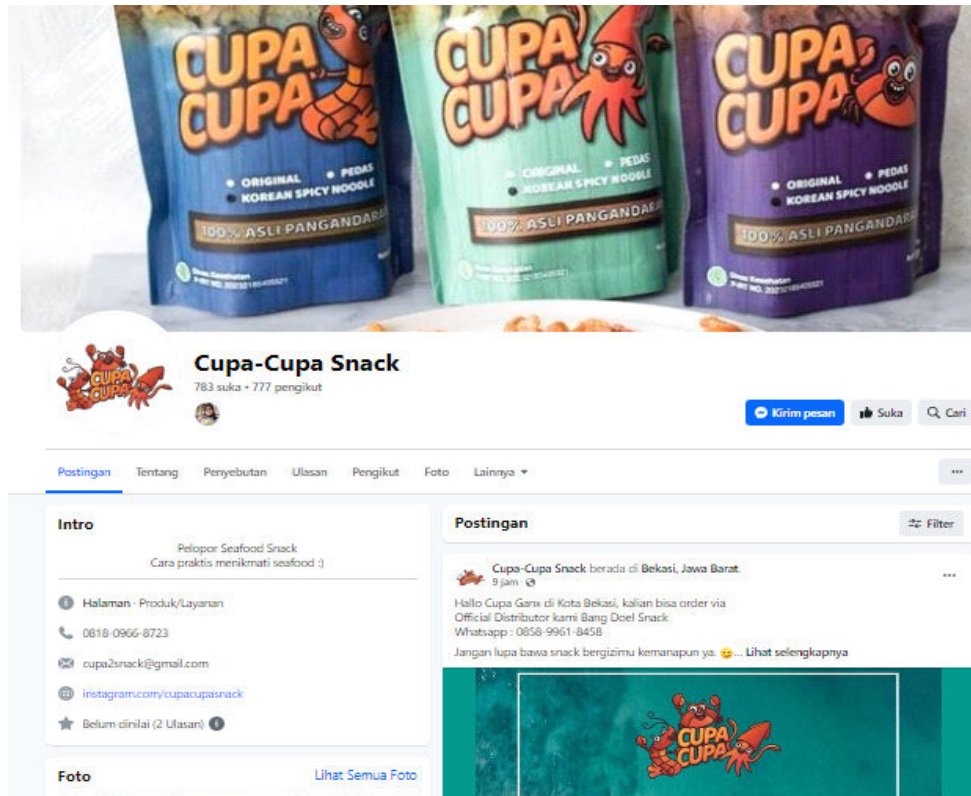


Figure 9. Facebook Cupa-Cupa Snack

### 3.12. Tiktok

TikTok is a popular social media application in Indonesia. The TikTok application also plays a role in marketing which can be seen from the many online stores in TikTok. Utilisation of digital content through Tiktok can increase product marketing (Mulyani *et al.* 2022). Cupa-Cupa snack is also active on Tiktok social media as a tool for promotion and sales. Cupa-cupa snack already has 3,508 followers on Tiktok.

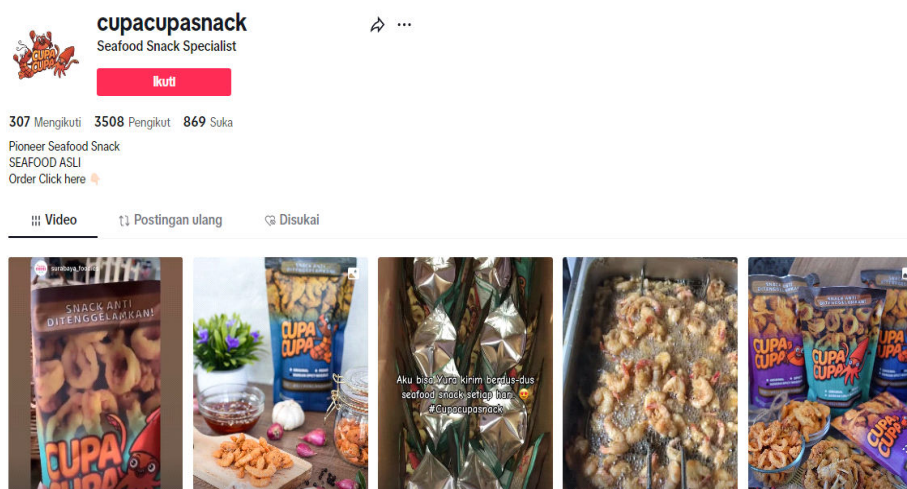


Figure 10. Tiktok Cupa-Cupa Snack

#### 4. CONCLUSIONS

PT Cupa-Cupa Snack has successfully developed in various aspects such as the addition of raw material suppliers from 1 to 10 fishermen, the use of equipment and production processes from traditional to modern, changing the formulation of additional ingredients from msg flavouring to non msg, pricing in accordance with better product quality, the use of packaging from plastic to quality aluminium foil, addition of flavour variants from original to several variants such as spicy, barbeque special, seaweed, cheese, corn, and korean spicy noodles, as well as marketing techniques from B2C (Business to Customer) marketing to B2B (Business to Business) and consistent use of digital presence on various social media such as Instagram, Facebook, and TikTok.

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