

Strengthening the Corn Processing Industry in Boyolali Regency Towards the Market Global Through E-Commerce

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ABSTRACT

Boyolali Regency is one of the largest corn producers in Central Java. The high productivity of corn encourages the Boyolali Regency government program to increase corn processing through coaching various SMEs and MSME corn processing and has been proposed as a pioneering regional superior product in the Strategic Plan of the Trade and Industry Service and the Cooperatives and Manpower Service of Boyolali Regency in 2025. One of the processed corn products is maning, increasing the marketing of Marning MSME as a superior product of Boyolali Regency with the triple helix method through collaboration between universities, business actors, and the Boyolali Regency government in order to realize quality UMKM, globally competitive, and sustainable. Global scale marketing is carried out to increase marketing expansion, implementing an approach to increase product visibility and sales with: e-commerce account development, online marketing strategies, packaging and branding, market and competition analysis, and training and education. Taking advantage of global market opportunities and e-commerce technology, as a marketing method for processed corn marning products offers great opportunities to increase sales and expand the market.

Keywords: Corn, Global Market, Superior Product.



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INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) are critical engines in the Indonesian economy (1) MSMEs are a strategic key in driving the wheels of the economy, (2) MSME development is something that needs to be done to encourage Indonesia's economic growth,

(3) Strengthening MSMEs is the main driver of national economic recovery and restoring economic resilience (Hamidah, 2019). Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises provides a strong legal basis to support the development of MSMEs which is emphasized in Article 1, that MSMEs have a strategic role in national economic development, and are one of the economic resources that can have a positive impact on economic equality in various regions including villages. The Ministry of Industry has prepared the "Making Indonesia 4.0" initiative as the direction and strategy for the movement of Indonesian industry by focusing on five priority manufacturing sectors, one of which is the food and beverage sector (Indonesia KPR, 2019).

The current of globalization and high competition, MSMEs must be able to face global challenges through increasing product innovation, developing human resources and technology, and expanding market access (Zzaelani, 2019). Increasing product competitiveness is done to increase the selling value of MSMEs so that they can compete with foreign products (Sedyastuti K, 2018). In its development, not a few MSMEs experience obstacles, including the lack of MSME readiness in facing change, lack of mastery of science and technology, as well as lack of market information, unclear business management and limited capital (Suyanto UY, 2020). Based on these conditions, empowerment of MSMEs is needed so that they can survive and compete in the global market. The Micro, Small and Medium Enterprises (MSMEs) empowerment program is one of the strategic steps of the Central Java Provincial Government.

Boyolali Regency, based on data from the Cooperatives and Manpower Service, has as many as 48,362 MSMEs in 2023. A total of 1,929 MSMEs are in the poor MSME category and 10,444 MSMEs are in the poverty-prone category so that empowerment efforts are needed to help develop them. Boyolali Regency is also one of the largest corn producers in Central Java with a production volume of 195,315.62 tons in 2023 from a harvested land area of 27,134 hectares (the second largest after rice). The high productivity of corn encourages the Boyolali Regency government program to increase corn processing through coaching various IKM and MSME corn processing and has been proposed as a pilot for superior regional products in the Strategic Plan of the Trade and Industry Service and the Cooperatives and Manpower Service of Boyolali Regency in 2025.

Boyolali Regency, known as one of the main corn producers in Indonesia, has great potential to develop the corn processing industry. Significant increase in corn production, there is an opportunity to market corn processed products to the global market. Ecommerce can be an important tool in achieving this goal. Global Market Opportunities for Corn Processed Products, Global Corn Market Growth: The global corn market is expected to grow from USD 297.27 billion in 2023 to USD 377.27 billion in 2030, with an annual growth of 3.6%. This indicates a growing demand for corn-based products in various sectors, including food and animal feed. Product Diversification, can take advantage of the potential by developing corn processed products such as corn flour, corn chips, and other food products. This diversification not only adds added value but also expands the market that can be reached.

Partners in this activity are MSME Corn Processing business actors in Boyolali Regency. The main targets of this service are MSME "Snack Kupu" and "Bu Parni Corn Chips". The organizing partners in this service are the Department of Cooperatives and Manpower (Diskopnaker) and the Department of Trade and Industry (Disdagperin) of Boyolali Regency.

METHODS

Increasing the marketing of Marning MSME as a superior product of Boyolali Regency using the method *triple helix* through collaboration between universities, business actors, and the

local government of Boyolali Regency in order to realize quality, globally competitive, and sustainable MSMEs. To achieve sustainable recovery, comprehensive strengthening is needed in various aspects.

Marketing Method of Marning Corn Processed Products Using E-Commerce, marketing of marning corn processed products through e-commerce is an increasingly relevant strategy in today's digital era. Various approaches can be applied to increase the visibility and sales of this product, shown in the following flowchart:

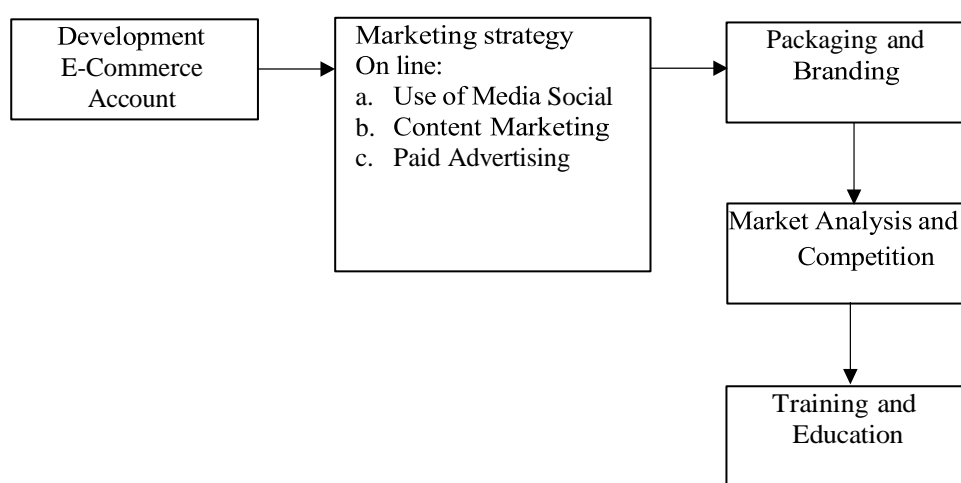


Figure 1. Flowchart of the approach to increase visibility and sales of processed products Marning corn

RESULTS AND DISCUSSION

Collaboration between the implementing universities, namely Sebelas Maret University, MSME business actors "Snack Kupu" and "Bu Parni Corn Chips", and the Boyolali Regency regional government as the Organizing Partners are the Cooperatives and Manpower Service (Diskopnaker) and the Trade and Industry Service (Disdagperin) of Boyolali Regency. The marketing of Marning MSME as a superior product of Boyolali Regency was increased using the method *triple helix*. Cooperation related to universities as implementing HR (Human Resources) teams, from partners as beneficiaries and utilizing existing production factors, as well as from the Boyolali Regency Government related to the superior product program policy that has been initiated.

The realization of quality, globally competitive, and sustainable MSMEs to achieve sustainable programs requires comprehensive strengthening in various aspects. The use of marketing technology by considering the strategy of using e-commerce and challenges and solutions in competing in the global market:

1. E-Commerce Usage Strategy

Leveraging e-commerce platforms to sell processed corn products directly to consumers can reduce the role of middlemen and increase profit margins for farmers and producers. By using technologies such as mobile applications and real-time data analytics, producers can be more efficient in inventory management and marketing. An effective digital marketing strategy, including the use of social media and online advertising, can help increase brand awareness and attract consumer attention. Building a strong online presence is essential in appealing to international markets. Using e-commerce live streaming as a

marketing method allows direct interaction with consumers, provides transparency about the production process, and increases consumer trust in the product. Live streaming can help explain the health benefits of corn-processed products. E-commerce live streaming has emerged as a popular platform for selling agricultural products. Despite its potential, the lack of adequate live streaming skills among many farmers is a significant challenge (Xinyu Huang, 2023).

2. Challenges and Solutions

Marketing plays a key role in increasing the added value of agribusiness products, with the right marketing strategy, agribusiness products can gain a wider market, improve brand image, and achieve significant differentiation (Muhamad Solekan et al., 2024). The challenge of selling through e-commerce is related to the skills of partner HR. Improving HR skills in the use of e-commerce technology and digital marketing is the key to success. Logistics and distribution skills are needed, improving the logistics system to ensure that products reach consumers in good condition is a challenge that needs to be overcome. Cooperation with reliable logistics service providers can be a solution.

Implementation of marketing of processed corn marning products using e-commerce, marketing of processed corn marning products through e-commerce is a strategy that is increasingly relevant in today's digital era. Various approaches can be applied to increase the visibility and sales of this product, as follows:

1. E-Commerce Account Development

An important first step is to create an account on an e-commerce platform such as Shopee or Tokopedia. This allows producers to reach a wider range of consumers and tap into the potential of the large online market. Training is provided on how to use the e-commerce platform, increasing people's enthusiasm for learning and participating in online marketing.

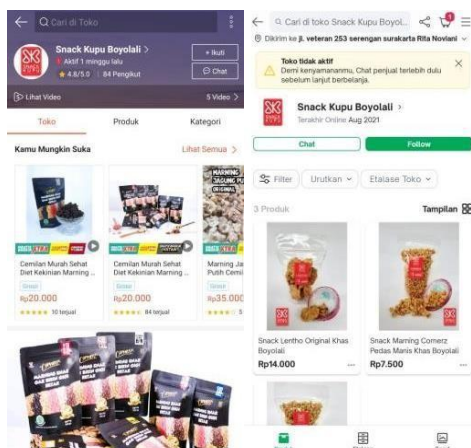


Figure 2. E-commerce platforms Shopee and Tokopedia

2. Online Marketing Strategy

An online marketing strategy includes several key elements:

a. Use of Social Media

Utilizing Instagram and TikTok platforms to promote products directly to consumers.

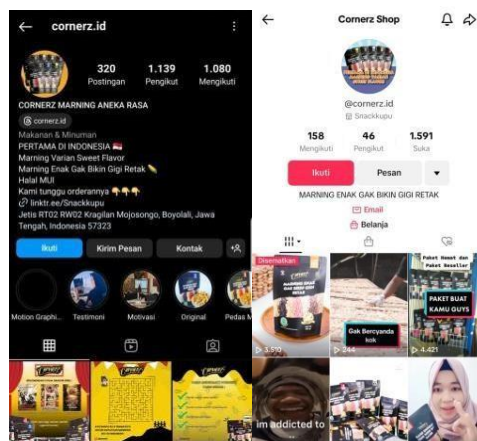


Figure 3. Cornerz product social media

b. Content Marketing

Create engaging content that educates consumers about the benefits of processed marning corn products, as well as how to use them in everyday life.



Figure 4. Interactive content on social media

c. Paid Advertising

Using paid advertising on social media and search engines to increase reach and attract potential consumers. In e-commerce, you can use advertising features so that your products can be recommended to target consumers with target market planning (Hrtini, 2024).

3. Packaging and Branding

The importance of attractive packaging cannot be ignored. Good packaging can increase the appeal of products in the e-commerce market. The use of modern technologies in packaging, such as vacuum packaging and oxygen absorbers, can extend the shelf life of products and improve brand image.



Figure 5. Product packaging and branding on social media

4. Market and Competition Analysis

Before implementing a marketing strategy, it is important to conduct a market analysis to understand consumer needs and map out the competition. This includes analyzing similar products on the market and determining the competitive advantages of marning corn products.

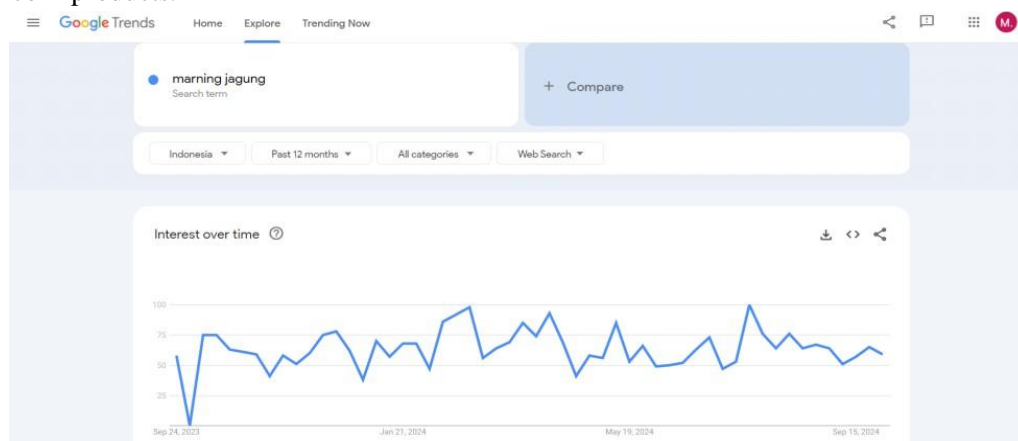


Figure 6. Market potential analysis data with Google Trends

Based on the analysis using Google Trends related to Corn Marning, the results obtained: 1). During a period of one year, the graph shows fluctuations, which means searches related to marning products at all times and are not fixed in certain months; 2) Based on Interest by subregion, the areas with the most searches are South Sulawesi, East Nusa Tenggara, Bengkulu, East Java, and Lampung; 3) Data based on Related queries related to fried corn, marning is, how to make soft corn marning, and corn chips (Accessed on September 30, 2024). Based on the data above, corn marning corn products can continue to be produced and developed. The search for corn processing links is not centered on a particular month and fluctuates within a year. Marketing development can be done outside Java with target markets in areas with the most searches for similar products.

Table 1. Competitor Analysis

No	Product	Sale	Price	Origin
1	Sweet Spicy Marning Corn	2.4k+ sold	10,999/200gr	Central Jakarta
2	Crushed Corn	10k+ sold	14.711/250gr	East Jakarta
3	Marning Corn Star Sweet and Spicy Semeru	10k+ sold	3,900/100gr	Surabaya City

Data source: Shopee, best-selling marning corn products, September 2024

Based on the competitor analysis data above, it shows a large sales quantity from the three sellers. The sellers are located in big cities in Indonesia, by implementing various strategies related to packaging and net products, prices offered, marketing channels, and promotions.

5. Training and Education

Providing training to MSMEs on how to use e-commerce and online marketing strategies is essential. This knowledge will help them in managing inventory, data security, and building brand reputation effectively.



Figure 7. Training and education related to branding and e-commerce optimization

CONCLUSION

Strengthening the corn processing industry in Boyolali Regency towards the global market through e-commerce requires an integrated approach that involves increasing human resource capacity, product diversification, and implementing innovative digital marketing strategies. Sales development by utilizing global market opportunities and e-commerce technology as a marketing method, for processed marning corn products offers great opportunities to increase sales and expand the market. Determining the right strategy, including developing e-commerce accounts, utilizing social media, attractive packaging, and in-depth market analysis, MSME processed marning corn in Boyolali can compete more effectively in the global market and can be realized as a superior regional product.

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