Chapter 6

"MOFLE" (Mochi Coffee-Apple) Mochi Innovation Products, Local Coffee Taste and Apple Filling with Cultural Content Packaging Based on Malang

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ABSTRACT

Malang City is known to have many tourists which increase each year according to BPS Malang data in 2016 the number of tourists increased each year to reach 5,849,544 people. This phenomenon makes the typical souvenir business flourish both traditional and innovative forms of product. Current food trends are popping up, one of which is mochi made from glutinous rice flour, mochi product innovations in the form of raw materials or variants of the contents that make this product more popular. The development of innovation in Mochi products can be used to branding local natural wealth typical of Malang, including apple. Apples that are famous from this area are dominantly green and one of them has the highest antioxidant namely apples with Princess Noble I varieties, besides apples in the Malang area also has a wealth of local natural resources. They are Malang local coffee including Robusta Dampit, Robusta Karlos and Arabica Pringgitan. Problems also arise in the cultural aspects and local wisdom of this region with the development of the times, making the view of life and cultural management to be reduced and displaced by the effort of making these innovative products also consider the strategy of strengthening culture through packaging and product branding aspects. Mochi Coffee-Apple (MOFLE) is a processed product from the typical wealth of Malang, namely Malang apple and local coffee with a branding strategy in introducing the region's unique wealth in the form of mochi as souvenirs or souvenirs. As for the processed apple, it is filled with a sweet taste and savory and coffee are used as basic ingredients of mochi skin with a choice of three types of coffee variants that have identical tastes and aromas. This product is an innovation in terms of taste and concept intending to attract the appeal of the community to try the wealth of natural resources found in Malang. This product is packaged with an attractive product design that contains product descriptions and
cultural content. The product development strategy adopted is affordable pricing with iconic, innovative product quality, and the concept of all in one with a local product base on the intended potential customers and making revenue and sales projections to make the price set tends to be stable, promotional efforts with utilization the use of social media platforms or the concept of direct sales as well as the determination of strategic sales points in tourist areas and easily accessible makes this product easily accessible and enjoyed by the intended segmentation groups as well as participating in activities or events organized by the government or private parties in an effort to promote the product. The processing of natural resources yields added value to the product and has a positive impact on the entire supply chain flow on agricultural and cultural businesses in the area. The concept of products that elevate local wealth and regional culture is also in line with government programs in the effort of branding local natural products that can improve and strengthen the regional economy.

Key Words: Apple, Branding, Culture, Local Coffee, Malang

1. INTRODUCTION

Malang City is known to have many tourist attractions so that it is visited by various tourists both at home and abroad. According to the Central Statistics Agency of Malang Regency in 2016, it was recorded that tourists visiting Malang increased each year which reached 5,849,544 tourists. The large number of tourists makes Malang typical souvenirs growing, ranging from traditional foods to a variety of foods that characterize the city of Malang. Currently the culinary business trend of souvenirs has a branding that makes these products look unique and through modification of food types and the packaging.

One of the culinary businesses that are currently developing is Mochi. Mochi is one of the popular foods from Japan in all countries. In Indonesia, mochi itself developed for the first time in the city of Sukabumi brought by Japanese troops who had occupied Indonesia. Mochi is made from glutinous rice, pounded so soft and sticky, then shaped into a round. In Malang, many mochi products are popular with the community because they have a variety of contents / flavors. This is what makes us want to develop mochi innovations into one of the typical souvenirs of Malang with processed natural resources in Malang, namely apples.

Malang is known as a producer of apples, a type of apple that is famous for having characteristics that is predominantly green, has a sweet taste and feels a little sour. The type of green apple that has the highest antioxidant content that is beneficial to the body is the apple with a variety of Princess noble I. In addition to apples, Malang also has natural resources that are not yet known to many people, namely coffee.

Local wisdom is the identity or cultural personality of a nation that causes the nation to be able to absorb, even cultivate a culture that comes from the broad into its own character and abilities (Wibowo 2015: 17). This, of course, adjusts to people's view of life so that values do not shift and as a means of cultivating culture and defending themselves from unfamiliar foreign cultures. Today, people's knowledge of their own culture continues to diminish as the flow of globalization continues. Starting from this, we
offer an innovation to maintain the local wisdom of Malang city without seeming to be obsolete by combining the natural wealth of Malang, Apple and Coffee with Japanese special food, Mochi. The food that we have developed is Malang coffee flavored mochi with Malang apple processed stuffing called MOFLE (Mochi Coffee-Apple).

2. LITERATURE REVIEW

Malang is a tourist area in Indonesia. Nowadays many snack businesses have sprung up from abroad. This also results in a lack of public education related to existing local potential, namely Malang and the potential for business innovation by utilizing local natural resources. This area is also a producer of abundant natural wealth, one of which is coffee and apples. Based on data from the National Socio-Economic Survey (SUSENAS) of the Central Statistics Agency, coffee consumption in 2013 - 2015 declined quite dramatically, especially in 2015 which indicated a decline in coffee production in Indonesia. How to overcome the decline in coffee production, one of them is needed innovation in making processed products made from raw coffee to expand coffee production in Indonesia, especially in East Java. Under these conditions, there was an innovation to make a food product that is no less modern by modifying foreign specialties namely Mochi (Japan) combined with raw materials from Malang natural resources, namely apples and coffee. The hope will be born of food innovations that are loved by everyone, and at the same time can become icons typical souvenirs of Malang with the potential of natural resources used. This can increase the appeal of the community for contemporary food innovations while still not forgetting the results of its own natural wealth.

3. METHODOLOGY

This research uses descriptive models in product design and business plan with the concept of flowchart on problem solving. Descriptive research method is a research method that emphasizes the importance of producing a concept solution early on in the design process. While the flowchart is used to provide a flow of research has been carried out, so that each step is interconnected and can complement each other.

4. RESULT AND DISCUSSION

4.1. Product Overview

Mofle (Mochi Coffee-Apple) is a processed product from the natural wealth of malang, namely apple and coffee. The apples used are from *malus sylvestris* mill var. *Princess noble* is a type of green apple with high antioxidant content and is well-known in malang as a souvenir of this region, while the apple is made into apples with sweet and savory flavors as a filling of mochi. Coffee is used as a basic ingredient in mochi skin with three types of coffee variants to choose from
1. Robusta Dampit Coffee (*Coffee Canephora var. Dampit*) with the taste and aroma of milk chocolate and caramel
2. Robusta Karlos Coffee (*Coffee Canephora var. Karlos*) with a distinctive taste and aroma namely peanuts
3. Pringgitan Arabica Coffee (*Coffee Canephora var. Pringgitan*) with distinctive taste and aroma namely pineapple and green tea

The two ingredients, namely apples and coffee, are combined in the form of mochi so that consumers can feel the new mochi flavor innovation that has never been found that comes from Malang’s natural wealth. The combination of the two ingredients is used so that the typical flavor of Robusta coffee can be balanced with the sweet taste of processed apples. The purpose of this product are:
1. To develop strategies in introducing the wealth of natural resources as a form of local wisdom in Malang, especially poor apples and Robusta coffee in Dampit and Karangploso.
2. To increase the appeal of the public to consume the results of Malang's natural wealth in the form of healthy snack products in the form of mochi.
3. To develop strategies in maintaining the culture in Malang as a form of local wisdom that must be preserved.

![Figure 1: Product of MOFLE](image)

### 4.2. Marketing Strategy

The extent of marketing activities requires a strategy in carrying out product marketing activities. The strategy that we determined is:

1. **4P Strategy**
   
   **Product Strategy**
   
   The product we offer is MOFLE (Mochi Coffee-Apple). MOFLE is a coffee-flavored mochi with processed apple filling which is a typical fruit of Malang City. The Mochi that we offer has coffee flavor variants originating from Malang, among others, Robusta Dampit coffee (*Canephora var. Dampit*), Karangploso Robusta coffee (*Coffee Canephora var. Karangploso*) and Arabica Pringgitan coffee (*Coffee Canephora var. Pringgitan*) with aroma and flavor, pineapple and green tea. These
coffees have an aroma and taste that is no less competitive with famous coffees in Indonesia, it's just that these coffees are still less well known to the public, especially tourists visiting Malang. This can make one of MOFLE's product strategies to introduce coffee originating from Malang.

**Location Strategy**

Location determination is no less important in marketing activities. Main locations such as souvenir shops typical Malang is a strategic location to market MOFLE products. Mochi with coffee flavor whose coffee comes from Malang with processed apple filling where apple is a typical iconic fruit of Malang which is certainly suitable to be marketed in a souvenir shop typical of Malang. Besides that, they also make a stand in a crowded place like the night market, car free-day or bazaar which can introduce MOFLE products to the public.

**Promotion Strategy**

Promotion is part of the marketing process. Promotion greatly influences the smoothness and success of a business. We do promotions at the initial stage by word of mouth. Furthermore, the promotion method that we use is direct marketing in predetermined locations and through social media that is rife in cyberspace, such as Facebook, Instagram, and Line so that our products can be widely known to the public not only in Malang but also tourists who want to visit the city of Malang.

4.3. Market Analysis

a. The Market Segmentation

Market segmentation is an effort to concentrate energy and marketing energy into certain market segments so that it can grow competitive advantage over that segment. In this business, market segments are grouped into several factors, namely:

1) Geography Factors
   Products are aimed at all markets in the Malang region, especially tourist areas.

2) Demographic Factors
   Product buyers are grouped by age, namely children, young people, and parents with various educational and employment statuses.

3) Psychological Segmentation
   Products aimed at consumers with full awareness of positive behavior towards respect for local wealth and regional culture which is a form of self-actualization.

4) Psychographic Segmentation
   The product is intended for tourists who want to provide souvenirs by bringing the cultural and richness of the Malang region to practical and iconic messages.

5) Sociocultural Segmentation
   Products can be purchased by middle and upper social classes with a family life cycle from all walks of life.
b. Value Proportion

Products have value (value) from other products because of the practicality and richness of content in the product. A blend of quality mochi innovations derived from Malang’s basic ingredients, namely coffee and Apple stuffing, makes products very identical to the region, packaging that contains Malang cultural content while providing space for consumers to provide iconic products as souvenirs. Besides the selling price offered is in accordance with the content and quality obtained.

4.4. Break Event Point (BEP) Analysis

- **Fixed costs** = equipment purchase costs + place & employee rental fees
  = Rp. 394,620 + Rp. 1,450,000 = Rp. 1,844,620
- **Variable costs** = costs of purchasing raw materials + promotion costs
  = Rp 3,420,500 + Rp 100,000 = Rp 3,520,500
- **First month income** = IDR 7,500,000 (in table n.n)
- **Breakeven Analysis** = (Fixed Costs) / ((1 - (variable costs) / (sales results)))

Break-event Analysis = (Rp 1,844,620) / ((1 - (Rp 3,520,500) / (Rp 7,500,000))) = Rp 3,476,480

The number of packs to reach the break-even analysis is Rp. 3,476,480 / Rp. 25,000 = 140 packs of mochi, so to reach 140 packs of MOFLE takes 140 packs / 10 packs per day = 14 days. So, capital that has been issued will return within 14 days after the initial investment is made.

5. CONCLUSION & RECOMENDATION

MOFLE (Mochi Coffee-Apple) is able to answer problems or challenges regarding the manufacture of products that come from the natural and cultural richness of Malang. The main ingredient of mochi which comes from three choices of coffee namely Robusta Dampit, Robusta Karlos, or Arabica Parangtejo which has a uniqueness in each of its types and with the contents of apple processed variety Princess Noble I is processed from the natural wealth of Malang has a unique and innovative blend of flavors. Malang Culture is introduced through packaging containing cultural content so that people can get to know Malang culture through this product.

Great expectations for this innovation can contribute to the utilization of regional wealth, especially in Malang and promote culture by introducing it through our products. This product is an innovative work of the nation's people who have a selling power and a message of love for their country that cannot be separated from the support of the Indonesian people in general. Not only that with the existence of this innovation is able to cultivate the power of thought of people to entrepreneurship because of the existence of business profits through a variety of creative innovations.
REFERENCE
