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**STRATEGY FOR THE DEVELOPMENT OF SAGON CAKE PRODUCTS IN  
CIPEDES VILLAGE CINIRU DISTRICT, KUNINGAN REGENCY**

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**Keywords**

*product development  
strategy, obstacles,  
home industry .*

**Abstract**

*A product development strategy is a strategy for the development of original products, product improvements, and new brands. Products must be created to pay attention to sales so that they continue to increase, namely by adding new products or developing old products. The purpose of this study is to find out the Development Strategy of Segon Cake Products in Cipedes Village, Ciniru District, Kuningan Regency and to find out the Obstacles to the Development Strategy of Segon Cake Products in Cipedes Village, Ciniru District, Kuningan Regency. In this study, the method used is a case study method with a qualitative approach. Qualitative research aims to gain a deep understanding of the situation at hand. This study concludes that the home industry development strategy of Sagon Cake products is influenced by the factors of sellers starting a business by looking for customers, increasing the number of employees, sellers with an offline system, needing funds or double capital, improving existing products, adding flavor variants to old products. Then there are 2 obstacles to product development strategies in the Sagon Cake home industry, namely internal and external problems. Internally, it includes the soaring price of glutinous rice flour raw materials, the scarcity of grated coconut supply, and unstructured operational activities.*

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**INTRODUCTION**

Product development according to Sudirjo, (2023) is a company's strategy by offering new products or modifying to current market segments. So product development is an activity carried out by companies in perfecting their products in order to meet the needs and desires of consumers who always change from time to time. Product development is an activity that starts from the analysis of market perceptions and opportunities and then ends with the production, sales and delivery stages of products to consumers (Fatchurrohman et al., 2022). The products produced can be finished products, semi-finished products, components, assembling, subassembling or product raw materials.

In Cipedes Village, sagon has become an integral part of the daily life and cultural identity of the community. However, traditional sagon management is still carried out conventionally, so this product is not able to compete with other products that are more modern and varied (Malinao, 2023). For this reason, innovation is needed in the processing of sagon, both in terms of taste, shape, packaging, and marketing methods. This innovation is expected not only to increase the attractiveness of sagon in the market but also to open up new business opportunities for women farmers in Cipedes Village. In addition, the use of digital technology in product marketing is an aspect that cannot be ignored. The use of digital platforms such as social media and online marketplaces has been proven to be effective in expanding marketing reach and increasing sales (Purnomo, 2023). In the context of empowering women farmers, understanding and skills in using digital technology for marketing can have a significant impact on increasing income and economic independence. The empowerment of women farmers through innovations in traditional sagon food management and the use of digital technology for marketing is a holistic and sustainable approach (Boateng et al., 2023).

In line with the above, from the results of observations and interviews conducted on April 22<sup>th</sup>, 2025 with the Owner of Sagon Cake, the initial process of establishing a business of Sagon Cake products was initially only to fill free time, to find busyness in legitimate activities. The beginning of the sagon cake business was established on November 20<sup>th</sup>, 2023 until now. The reason for choosing

the sagon cake business is to reintroduce old cakes that have begun to be forgotten, because of modern cake products. So the owner of the sagon cake agreed to return to produce the typical cake of Cipedes village which has begun to be forgotten. The ingredients needed to make sagon cake are glutinous rice flour, coconut, granulated sugar and various other flavor variants. The process in making sagon cakes. First, glutinous rice flour is mixed with sugar and roasted coconut plus vanilla and flavor variants and then stirred until smooth, then it is molded according to the shape and size that has been determined, then the baking process, after finishing baking and then cooled after it is cold and then packaged.

The process of making sagon cakes from processing baking ingredients to packaging takes approximately 5 hours. Employees who work at the sagon cake company consist of 12 employees. In a day you can consume 9 kg of glutinous rice flour, it also depends on the order. To develop the sagon cake business, focus on raw material quality, product innovation, effective marketing, and good customer service (Cajayon et al., 2024). In addition, social media, or even establishing partnerships with various parties to expand reach.

The marketing process of sagon cake products includes utilizing social media, *offline* promotions such as in the market, brass souvenir stalls, and cooperation with local communities or influencers. The marketing of sagon cake products has reached out of cities such as Bandung, Cikarang, Palembang, and other cities. The obstacles faced in the process of making and marketing sagon cake products so far are difficulties in obtaining raw materials, especially coconut, in marketing at the time of delivery outside the city we are still constrained by *packing* cakes (Soriano, 2022). How to overcome the obstacles of making and marketing sagon cakes, which we did when we had trouble finding coconuts. We were forced to search until we left the village.

Special strategies are carried out to get good results of sagon cakes, quality of raw materials, proper manufacturing techniques, and good maintenance after finished products. At the beginning of making sagon cakes, it cost approximately Rp. 500,000. Meanwhile, the sales result is approximately Rp. 4,000,000. Then the shelf life of sagon cakes is about 4 months To increase the sales results of sagon cakes, focus on production efficiency, flavor variety, proper marketing strategies, and good financial management. In addition, it is important to maintain quality and cleanliness, as well as provide friendly service. What must be improved in the business of sagon cake products is taste innovation.

Then the researcher also conducted observations and interviews with one of the employees of Sagon Cake Products on April 22<sup>th</sup>, 2025 that from the results of the meeting, the employee said that I am originally from Cipedes Village, Ciniru District, Kuningan Regency, West Java. From the beginning of making a sagon cake product business in 2023 until now. I work according to my own desires without any invitation or coercion from other parties. The number of employees consists of 12 who work, 11 women and 1 man. Then for orders from consumers every day depending on orders from buyers.

The people of Cipedes Village are very familiar with sagon cake because it is a typical food of Cipedes Village. To introduce sagon cake outside the village, we usually do it by way of word of mouth chat or in other ways through media such as Whatsapp, Facebook, Instagram, telegram etc. There must be a difference in the number of interested or manufacturing each day depending on the order. The routine is usually ordering to the Caffe souvenir kiosk stalls.

But currently we don't have a branch, we only focus on Cipedes Village. There are many things considered by the owner of Kue Sagon to open branches outside of it, one of which is known to be related to limited capital and workers. Hopefully in the future sagon cake products will be more developed, more advanced, and sagon cake can be known in Indonesia as a typical food from Cipedes village.

This approach not only focuses on improving technical skills but also includes aspects of social and economic empowerment. By developing entrepreneurial skills, women farmers in Cipedes Village can be more empowered and independent, so that they are able to contribute more to the family and community economy. In a broader context, the empowerment of women farmers is also in line with the government's efforts to support inclusive and sustainable economic growth (Arintyas, 2024). One of the national development agendas is the empowerment of women and increasing their role in the economy. Farmer women empowerment programs based on local food innovations such as sagon are

expected to be effective models in achieving these goals. In addition, this program also has the potential to strengthen local food security by promoting healthy food consumption based on local wisdom (Sulaiman et al., 2019).

Innovation in sagon management also has the potential to increase the competitiveness of local products in regional, national, and even international markets (Fetriyuna et al., 2022). With attractive packaging and the right marketing strategy, sagon can become one of the leading culinary products that represent Indonesia's cultural diversity and natural wealth. This potential can be achieved if supported by increasing the capacity of human resources, especially women farmers, through continuous education, training, and mentoring (Gammelgaard et al., 2023). Overall, the empowerment of women farmers in Cipedes Village through innovation in traditional sagon food management and digital marketing is a strategic step to encourage inclusive and sustainable local economic growth. The program provides not only economic but also social and cultural benefits, by engaging the community in the preservation and development of local culinary heritage. In the long term, this effort is expected to create a more competitive, fair, and sustainable economic ecosystem, as well as improve the quality of life of the village community as a whole.

Based on these problems, research is needed on "Sagon Cake Product Development Strategy in Cipedes Village, Ciniru District, Kuningan Regency".

## RESEARCH METHODS

The research approach used is a descriptive approach with a qualitative method. This approach aims to describe in depth the marketing strategies applied as well as the factors that affect the sales volume of minimalist cluster housing.

This type of research is carried out with a qualitative research type of case study. Case studies are one of the qualitative research methods in the social sciences. In research that uses the qualitative research methodology of case studies, an in-depth examination of a situation or event is carried out using systematic methods of observation, data collection, and information analysis.

The sampling technique uses *the purposive sampling* method. *Purposive sampling* is a sampling technique that is based on certain considerations, for example, a person who has the highest power in the research place or the person who knows the most about the object being researched by the researcher.

To obtain data on the subjects discussed in the research, the data obtained must be valid data. Using methods will increase the validity of the research. The data collection techniques used by the researcher are observation, interviews, and documentation. The data validity test technique in the research of sagon cake products in Cipedes village uses the techniques of source triangulation, method triangulation and time triangulation.

Data analysis is the process of finding, compiling, explaining, and making conclusions from a data, so that the data can be accepted and easily understood by yourself and others. This study uses the Miles and Huberman interactive analysis model, which in its implementation has four stages, namely data collection, data reduction, data presentation and conclusion.

## RESULTS AND DISCUSSION

The Sagon Cake product business is a business in Cipedes Village. This sagon cake product business is not a hereditary business from parents but indeed pioneered from the beginning, namely owned by Mrs. Cucu Lestari. Mrs. Cucu Lestari pioneered this business after getting married to and having her first child, before pioneering this business Mrs. Cucu Lestari worked as a tailor in home clothes, therefore initially tried to start a business on her own by making a recipe for Sagon Cake first and the workers were still their own family. The reason for making this Sagon Cake product business is not only not working with other people and the ingredients obtained are very easy and the manufacturing process is not difficult.

Until now, the Sagon Cake Product Business, which was initially a trial and a small business, has begun to be widely known and has regular customers who help market its products. Every day the sagon cake product business spends 1 sack of flour to be produced into sagon cake products.

### Facilities and infrastructure

Infrastructure is a factor that supports the implementation of a production process which is used as a tool for the creation of a goal that is achieved in the quality and quantity of production.

Facilities and infrastructure are also able to support to develop or improve maximum products to consumers. Of course, the existence of facilities and infrastructure can also support consumer interest in buying the quality of the goods to be sold. Therefore, these facilities and infrastructure can provide satisfaction to consumers for goods and services and attract consumers to buy goods produced by Mrs. Cucu Lestari.

### Raw Materials and Manufacturing Process of Sagon Cake Products

#### 1. Manufacturing Raw Materials

The necessary ingredients are glutinous rice flour, coconut and sugar. Meanwhile, for the process of making products, namely first, glutinous rice flour mixed with sugar and roasted coconut plus vanilla and flavor variants, then stirred until smooth, after that it was printed according to the shape and size that had been determined, then the baking process, after finishing the baking and then cooled after cooling, then packed.

#### 2. Manufacturing Process

- a. First roast the grated coconut until slightly dry and fragrant, but don't let it burn, and remove it to let it cool.
- b. Combine glutinous rice flour, sugar, vanilla, salt and flavor variants in a large container.
- c. Add the roasted coconut, stir well until all the ingredients are perfectly combined.
- d. Take the dough to taste, shape to taste (usually round flat or oval). If using a mold, press the dough until it is solid.
- e. Traditionally, sagon is grilled over coals using banana leaves as a base. However, it can also be baked in an oven at 160°C for ±20 minutes until the surface is dry and golden.
- f. Once cooked, remove and let cool to allow the cake to harden and crisp.
- g. After being made, the sagon cake is ready to be wrapped (packed) according to the scales and marketed by the manufacturer.

### Data Presentation

The next process is to present the results of the information obtained during the research. By analyzing the data, it can be concluded that the research results obtained must be in accordance with the results of observations, interviews and documentation. Once it is felt that enough data is obtained, the research can be stopped.

Based on information and information from the owners and employees of *the home industry* of sagon cake products, it can be concluded that there are obstacles or problems faced by *the sagon cake home industry* in making sagon cakes occur in the raw materials such as flour and grated coconut used, if the price of flour and coconut rises, the owner will buy cheaper flour raw materials. Operational activities are also an obstacle because indeed if the management in the company has a structured operational activity, it will help the company in achieving maximum profits. Competition is also an obstacle in the *home industry* of sagon cake products because indeed not only sagon cakes but many other products on the market or in stalls.

For sales constraints with a deposit system, namely pay if the goods sell, then it will require large or double capital. There are some dishonest stalls where the product sells but the payment is delayed and even jammed, therefore it will affect profits. As well as the increase in the price of raw materials, one of which is the price of fried noodles which is in scarcity. The weather is also an obstacle, it does not affect the manufacturing process but affects the sales time because when it rains the sales will be on holiday while entrepreneurs use their money for capital if it is not delivered on time, it will be an obstacle.

### Triangulation of Data Collection Techniques

**Table 1. Triangulation of Data Collection Techniques**

Role	Interview Deep
What are the factors that drive	• The decline in sales turnover of sagon cakes in Cipedes Village is

the decline in sales turnover of sagon cake products?	caused by a combination of various factors: shifting consumer tastes, fierce competition, lack of innovation, limited distribution, economic conditions of the community, the seasonal nature of products, and weak promotion. To overcome this, a more creative and strategic approach is needed, both in product innovation and the use of digital media and wider market collaboration.
What is the strategy for developing Sagon cake products in Cipedes Village, Ciniru District, Kuningan Regency?	<ul style="list-style-type: none"><li>• The product development is to innovate taste. In addition to the original flavor, now it produces new variants such as pandan flavored sagon, chocolate, and coffee. This is done to attract young consumers who are looking for variety. In addition, the packaging was also noticed from the original only clear plastic wrapped to kraft paper packaging with a simple label that included the brand name "Sagon Cipedes" and the village logo</li><li>• Through the MSME training program facilitated by the local cooperative and trade office, Mrs. Siti learned about production hygiene standards, small business management, and packaging techniques. The results of this training are applied in his production house work system which is now more organized.</li><li>• In considering the purchasing power of the surrounding community but still maintaining profits. The price of sagon is packaged in several sizes, ranging from IDR 5,000 to IDR 15,000 per pack, to reach various market segments.</li></ul>
What are the Obstacles to the Strategy for the Development of Sagon Cake Products in Cipedes Village, Ciniru District, Kuningan Regency?	<ul style="list-style-type: none"><li>• The changing market tastes are also an obstacle in itself. Young consumers tend to like modern food with an attractive appearance. Although Ibu Cucu Lestari and her team have tried to create flavor variants, they still have difficulty creating a product appearance that can compete with modern products, especially in terms of packaging aesthetics and product durability.</li><li>• The strategy for developing sagon cake products in Cipedes Village has experienced various obstacles, both from the internal business side and external factors. Limited capital, labor, technology, legality, and market access are the main challenges. However, the commitment of business actors to continue to maintain this traditional product remains high. Support from outside parties, especially the government and the MSME community, is urgently needed to encourage local products such as sagon cakes to survive and develop in the era of modern market competition.</li></ul>

### **What is the Strategy for the Development of Sagon Cake Products in Cipedes Village, Ciniru District, Kuningan Regency**

In theory, according to Kotler et al., (2008), "Product Development is a strategy that in achieving company growth, namely by offering new products or modifying existing products to current market segments. Developing product concepts into physical products to be able to convince that product ideas can be turned into products that can be realized.

The findings of the research results on the development of *the home industry* of sagon cake products in the previous subchapter are that development is a business process to create products with new characteristics to offer benefits and add benefits to products for consumers, of course, also improve socio-economic conditions. Usually, the creators of *home industry-based* activities are family members who invite neighbors to work as employees. On a small scale, this activity is also able to open up business opportunities for close relatives and neighbors close to the yard.

Home industry of sagon cake products, home industry *development strategy* after making observations found the following results:

#### **1. Idea Creation**

The beginning of the business in the *home industry business* of sagon cake products in finding customers is by offering products to stalls, so that the product can be better known, not only in the

nearest stall. By expanding product marketing by offering more attractive products, it can be seen from the quality of the products maintained by *the home industry* of sagon cake products.

## 2. Idea Screening

In running a business does not immediately become big but there are several stages, how to start a business has been explained before, entrepreneurs start pioneering, after having enough capital and having a subscription to entrepreneurs to find employees, such as inviting relatives and close neighbors, the number of employees is about 2 people with their own parts (starting from the process of doughing, baking to the wrapping stage).

## 3. Business Analysis

Capital is certainly a dominant factor in doing business because there is a need to have large capital, before there are activities to generate income influenced by the amount of capital obtained from the business (Tambunan et al., 2022). Entrepreneurs use the equity they earn from borrowing to banks. Then it was rotated to develop *a home industry business* of sagon cake products. For the sale of this product, 2 times the capital is needed because in this sales process it uses a deposit system at the stall or pay when the goods sell, when it does not sell, it will be returned. Likewise, delivery to the factory is usually the process of ordering first and paying part of the money, then paid off after the sagon cake is finished and the delivery process is there.

## 4. Product Development

- a. In the *home industry*, sagon cake products in developing their products are by improving existing products, from packaging, providing labels so that they can be distinguished from other products and also the use of technology in the form of machines that increase so that they are able to make better variations.
- b. The development of this business is still relatively simple because the sales system is by selling or entrusting sagon cake products to stalls. The demand in stalls is more than marketed in online media, making entrepreneurs more persistent in developing their businesses. However, with time it began to be marketed to large distributor factories so that it was made according to consumer orders.

## 5. Concept Development and Testing

The development and testing of concepts in the production of sagon cakes is a strategic step to increase competitiveness and attract the interest of a wider market. Through innovation in taste, shape, packaging, and product testing directly to consumers, business actors can adjust products to the needs and tastes of the modern market (Siddiqui et al., 2022). This is important to maintain business sustainability, improve quality, and encourage a sustainable increase in sales turnover of sagon cakes.

## **What are the obstacles to the strategy of developing Sagon cake products in Cipedes Village, Ciniru District, Kuningan Regency**

Small businesses show a role in the national economy. Of course, in doing business there are obstacles that must be faced to achieve a planned goal in the company. In theory, according to Hafsa (2004), it is explained about the problems or obstacles of MSMEs (Micro, Small and Medium Enterprises) caused by two factors, namely internal factors and external factors. The emergence of internal factors is on behalf of the individual while external factors come from outside. Based on the findings of the research results on the *obstacles of the home industry* of sagon cake products as follows:

### 1. Internal Issues

- a. The soaring price of glutinous rice flour raw materials. The soaring price of raw materials will affect the size or size of the profits obtained because indeed if the raw materials increase, it will affect the weight of the product because indeed from the beginning of the business, sagon cake products are bred as cheap and economical snacks, therefore the solution is to reduce the weight of the product rather than increase the price.
- b. Difficulty finding coconuts. Grated coconut is the main ingredient of sagon cakes so that in addition to the taste that is easily accepted by the public, it is more difficult to get because coconuts out there have been sold out because there are many enthusiasts. In addition, for coconuts, sometimes the price will vary, the price is always different every day so it must be adjusted to the selling price in the market. Sometimes coconuts are difficult to get in Ciniru

District, forced to look outside the village where the price can be much more expensive than the price sold in Cipedes Village, Ciiru District.

- c. Unstructured operational activities. Management in a company will be able to improve the company's performance if a company has good planning, organization and control to help the company achieve maximum results. In the *home industry*, sagon cake products do not have a management system in running their business because indeed the business that is run is only a micro business unit and all operational activities are indeed carried out by the family. Therefore, without a management system in the form of good planning, organization, preparation, direction, and control, it will certainly be a weakness or obstacle for the company, because indeed the results obtained in running this business will not be maximum in achieving its goals.

## 2. External Issues

- a. Unfair shop. In the process of selling this product, it has been explained that indeed the deposit system, pay if the goods sell well from the information of the sales, there are several dishonest stores where the goods of the sagon cake products sell but the payment is delayed and even stuck, therefore it will affect profits. But to minimize this, sales *home industry* sagon cake products when entrusting the product, it is certain that there is a memorandum as proof that the stall owner has a product deposit and must be responsible for paying for it. If this happens, what is done by the *home industry is that this* Sagon Cake product does not leave the product anymore but will continue to be billed and as a substitute will continue to look for the next store or the nearest store from the fraudulent store so that the turnover or profit obtained will continue to be stable or not decrease.
- b. Large Factories. In the process of sending sagon cake products to the factory, it usually does not always experience smooth delivery, but the obstacles that are often experienced where the pick-up or delivery time is not in accordance with the schedule, even though the sagon cake is ready to be delivered. Then there are the number of packaging that does not match the amount that should be ordered so that it often experiences complaints from consumers. This is still very difficult to handle because sometimes the owner and employees already feel that they are counting according to the number of orders.

## CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the strategy for developing sagon cake products in Cipedes Village still faces several obstacles such as a lack of product innovation, a lack of promotion, especially on social media, and limitations in terms of packaging and wider market access. Although sagon cake is a traditional product that has a high selling value potential, business actors have not fully optimized their development strategies oriented to modern consumer trends.

However, there is a great opportunity to develop this product through flavor variant innovation, attractive packaging, the use of social media as a means of promotion, and strengthening the branding of local products. With the right concept development and market testing, sagon cakes have the potential to become regional souvenirs that are in demand by various consumer segments.

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