

Abstrak

Moh Jamaludin, 2026. Pengembangan Usaha Produksi Tusuk sate Bambu di Desa Apa'an, Kabupaten Sampang. Tugas Akhir. Jurusan Diploma Enterpreneurship. Fakultas Ekonomi dan Bisnis. Universitas Trunojoyo Madura. Pembimbing Faidal S.E., M.M,

Perkembangan UMKM penunjang kuliner di Pulau Madura menghadapi tantangan besar pada aspek kapasitas produksi dan efisiensi teknologi alat yang digunakan. Penelitian Tugas Akhir ini bertujuan untuk mendeskripsikan strategi pengembangan kapasitas produksi usaha tusuk sate bambu di Desa Apa'an, Kabupaten Sampang, melalui implementasi manajemen proses berbasis teknologi mesin modern serta transformasi pemasaran konvensional menuju pemasaran digital berbasis media sosial. Metode pelaksanaan proyek menggunakan pendekatan eksperimen operasional mandiri bersiklus tiga mingguan dengan pengadaan bahan baku sebanyak 50 batang bambu duri lokal. Hasil proyek menunjukkan bahwa transisi dari penggunaan alat serut tangan tradisional ke integrasi lini mesin mekanis modern (mesin pemotong, pembelah, penyerut *rotary*, penggosok, dan peruncing otomatis) berhasil melipatgandakan kapasitas *Output* harian dan menekan tingkat kecacatan produk hingga di bawah 5%. Standardisasi mutu ini menghasilkan permukaan lidi yang halus, higienis, dan ketajaman ujung yang seragam. Pada aspek pemasaran, ketergantungan pada pengepul lokal dipangkas melalui peningkatan nilai kemasan (*up-branding*) plastik *roll* bermerek dengan takaran berat bersih 500gram (isi 1.000 tusuk) seharga Rp18.000. Penetrasi pasar diperluas langsung ke konsumen akhir menggunakan platform digital *Shopee Marketplace*, dan *WhatsApp Business*. Tugas Akhir ini menyimpulkan bahwa pengembangan usaha berbasis mekanisasi mesin dan pemasaran digital mampu meningkatkan nilai jual produk serta profitabilitas usaha secara berkelanjutan.

Kata Kunci: Kapasitas Produksi, Mesin Modern, Media Sosial, Pemasaran Digital, Tusuk Sate.

Abstract

Moh Jamaludin, 2026. *Development of Bamboo Skewer Production Business in Apa'an Village, Sampang Regency. Final Project. Associate Degree in Entrepreneurship. Faculty of Economics and Business. Universitas Trunojoyo Madura. Advisor: Faidal S.E., M.M.*

The development of MSMEs supporting the culinary sector in Madura Island faces major challenges in production capacity and the efficiency of the tools used. This Final Project aims to describe the strategy for developing the production capacity of a bamboo skewer business in Apa'an Village, Sampang Regency, through the implementation of modern machine technology-based process management and the transformation of conventional marketing into digital marketing based on social media. The project execution method used a three-weekly independent operational experiment approach with raw material procurement of 50 logs of local thorny bamboo (bambu duri). The project results indicated that the transition from traditional hand-shaving tools to an integrated mechanical modern machine line (cutting, splitting, rotary shaving, polishing, and automatic sharpening machines) successfully multiplied the daily output capacity and suppressed the product defect rate below 5%. This quality standardization resulted in a smooth, hygienic stick surface and uniform tip sharpness. In the marketing aspect, dependence on local collectors was cut down through packaging value improvement (up-branding) using branded roll plastic with a net weight of 500 grams (containing 1,000 skewers) priced at Rp18,000. Market penetration was expanded directly to final consumers using the digital platform Shopee Marketplace and WhatsApp Business. This Final Project concludes that business development based on machine mechanization and digital marketing can improve product selling value and business profitability sustainably.

Keywords: *Production Capacity, Modern Machines, Social Media, Digital Marketing, Bamboo Skewers.*