

Product Development Strategy for *Kue Bhoi* Mini: Improving Production Efficiency and Profitability in Aceh Besar

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Abstract. *This study examines the strategies for developing Kue Bhoi mini to enhance production efficiency and profitability in Aceh Besar. Kue Bhoi, a traditional Acehnese cake, holds cultural significance and unique characteristics that make it popular among locals and tourists alike. However, producers face challenges in meeting growing demand due to limited production capacity, high production costs, and reliance on manual processes. This study utilizes a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats facing Kue Bhoi mini producers. Strategies are proposed to improve production efficiency, including the use of simple technology, worker training, and efficient production line management. Additionally, product diversification, cost control, and effective marketing through social media and e-commerce are recommended to boost profitability and market reach. By implementing these strategies, Kue Bhoi mini can strengthen its position in the local and regional markets, while preserving its cultural value and contributing to the local economy.*

Keywords: *kue bhoi mini, production efficiency, traditional Acehnese cake, market development, cultural preservation*

1. Introduction

Kue Bhoi is one of the traditional culinary specialties of Aceh with significant cultural value and sentiment, particularly for the people of Aceh Besar (Aini et al., 2023; Diana et al., 2023). This cake is distinctive for its unique shape and authentic taste, setting it apart from other types of cakes. In recent years, *Kue Bhoi* mini has gained considerable attention among locals and tourists alike (Zainal et al., 2022). The mini variant is considered more practical to enjoy and convenient to carry as a souvenir, making it a popular choice for consumers to bring home from Aceh.

However, *Kue Bhoi* mini producers often face challenges in maintaining quality consistency and increasing production capacity (Nazila, 2023). These limitations make it difficult for some producers to meet the growing demand, especially during holidays or special events. Additionally, small and medium enterprises (SMEs) producing *Kue Bhoi* mini often struggle to increase profitability due to high production costs and limited technology. This article aims to analyze the potential and challenges in developing *Kue Bhoi* mini products and to devise strategies to improve production efficiency and profitability for producers in Aceh Besar. The proposed strategies are expected to help businesses increase the competitiveness of *Kue Bhoi* mini in both local and regional markets.

Kue Bhoi has become part of Aceh's cultural identity, especially in Aceh Besar (Rizkina, 2018). Known for its unique shape and traditional taste, this cake has been passed down through generations. The mini version of this traditional cake, now increasingly popular among locals and tourists, provides consumers with a convenient

way to enjoy it as a snack or souvenir. This reflects the substantial potential of *Kue Bhoi* mini as a product with strong appeal in the local market.

Despite growing demand, producers face major challenges in terms of production capacity and profitability. The manual production process often leads to inconsistencies in quality and difficulty in meeting demand during peak times, such as holidays or major events. Moreover, high production costs, particularly in raw materials and labor, create barriers for businesses to increase profits. This article aims to identify strategies to enhance production efficiency and profitability for *Kue Bhoi* mini, thereby strengthening its position in both local and regional markets.

This article emphasizes formulating a development strategy for *Kue Bhoi* mini, which has the potential to become one of Aceh's culinary icons. Key issues addressed include overcoming production capacity limitations and increasing competitiveness through cost efficiency. These challenges highlight a gap between the large market potential and the yet-to-be-optimized production capacity, which needs to be addressed for *Kue Bhoi* mini to survive and thrive in an increasingly competitive market.

2. Method

This study employs a literature review method to analyze existing research and theoretical perspectives on the development, production efficiency, and profitability of *Kue Bhoi* mini in Aceh Besar. The literature study approach involves collecting information from secondary sources, including academic journals, books, industry reports, and credible online articles. These sources focus on relevant areas such as traditional culinary heritage, production management, product innovation, marketing strategies, and sustainable business practices.

The literature review is organized into three main areas:

a. Traditional Culinary Heritage and Cultural Value

This section examines the role of traditional food products like *Kue Bhoi* in preserving cultural identity and heritage within the local Acehnese community. Literature on cultural preservation provides insights into the importance of sustaining traditional practices in food production, emphasizing why traditional culinary products continue to hold cultural and economic significance, particularly in Aceh Besar.

b. Production Efficiency and Profitability in Small-Scale Food Businesses

This section reviews literature on production efficiency and profitability, focusing on the challenges faced by small-scale food producers. Studies on production management and efficiency provide insights into methods for optimizing production, including the use of simple technology, workflow improvements, and cost-saving measures. These insights are essential in identifying strategies for improving production efficiency and profitability in *Kue Bhoi* mini production.

c. Marketing and Market Expansion for Traditional Food Products

The third section explores marketing strategies that can help expand the reach of traditional products like *Kue Bhoi* mini. Literature on digital marketing, branding, and the use of e-commerce is reviewed to understand how traditional products can attract a wider audience. Additionally, the impact of social media and influencer marketing on consumer engagement and brand awareness is analyzed to provide recommendations for increasing market visibility.

By synthesizing findings from these areas, the literature study aims to develop a comprehensive understanding of how traditional products like *Kue Bhoi* mini can be

optimized in terms of production, profitability, and market reach, ensuring that they remain competitive while preserving their cultural value.

3. Results and Discussions

Market Situation Analysis for Kue Bhoi Mini in Aceh Besar

The market for *Kue Bhoi* mini in Aceh Besar shows promising prospects (Nazila, 2023). This traditional snack is not only popular among the local community but also receives positive responses from tourists visiting Aceh (Takari, 2005). The growing tourism sector in Aceh further drives demand for specialty food products like *Kue Bhoi*. For tourists, purchasing *Kue Bhoi* mini as a souvenir is a way to take home memories of Aceh's rich culture and culinary heritage.

To understand the position of *Kue Bhoi* mini in the market, a SWOT analysis covering internal factors (strengths and weaknesses) and external factors (opportunities and threats) is essential. The analysis reveals that *Kue Bhoi* mini has strengths in its authentic taste and appeal as a traditional product. However, it has weaknesses in limited production capacity and a reliance on manual production methods. Opportunities include a growing market trend that values local products and potential export opportunities (Nurhidayanti et al., 2023). Nevertheless, threats exist, particularly from similar or alternative products in the market.

The *Kue Bhoi* mini market in Aceh Besar has great potential, supported by an increase in tourist visits and local appreciation for traditional products. According to data from the Aceh Tourism Office, the tourism sector in Aceh has seen significant growth in the past five years, directly impacting demand for specialty products like *Kue Bhoi*, which is often chosen as a souvenir by tourists. SWOT analysis indicates several strengths, such as its authentic taste and high cultural value, which give *Kue Bhoi* mini an advantage in facing competition.

However, limited production capacity and dependence on manual production methods constrain daily output. With these challenges, there are open opportunities to develop the *Kue Bhoi* mini business, considering the growing trend toward local and traditional products in Indonesia. Nonetheless, more efficient production methods for similar products could pose a challenge, especially if *Kue Bhoi* mini producers cannot adapt to increasing market demands.

Production Efficiency Improvement Strategy

Production efficiency is a key factor that needs to be improved to maintain the competitiveness of *Kue Bhoi* mini in the market. Many producers still use manual methods, which are time-consuming and increase the risk of product quality inconsistencies (Wicaksono, 2018). Thus, one potential strategy is to optimize the production process using simple technology, such as cake molding machines. The use of cake molding machines can help producers speed up production without requiring substantial investment in heavy or advanced technology. Additionally, training for workers is essential to improve their skills in operating machines and maintaining product quality. Efficient production line setup can also reduce time and resource wastage.

Efficiency in production is crucial for *Kue Bhoi* mini producers to enhance competitiveness. One approach is to employ simple technology that speeds up the production process. For instance, cake molding machines can help ensure consistent shapes within a shorter time frame. Furthermore, a well-organized production line enables each process stage to be completed faster and more efficiently.

Providing training for workers also improves their skills in operating production tools, ensuring consistent product quality. This approach not only boosts efficiency but also reduces unit production costs, ultimately increasing profit margins for producers.

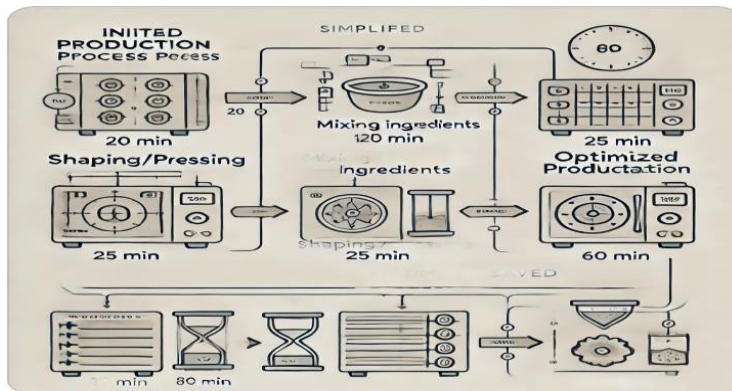


Figure: Production process flowchart for *kue bhoi* mini: before and after optimization
Source: (Heizer et al., 2020)

The flowchart above illustrates the production process of *Kue Bhoi* Mini, comparing stages before and after process optimization to highlight time savings and efficiency improvements at each step. The initial production process consists of four main stages: preparation, mixing ingredients, shaping/pressing, and baking. Each stage requires significant time, with preparation taking 20 minutes, mixing ingredients 15 minutes, shaping/pressing 25 minutes, and baking 30 minutes. The total time for the initial process amounts to 90 minutes.

In the optimized production process, each stage has been refined to reduce time, enhancing overall efficiency. Preparation time has been reduced to 15 minutes by streamlining initial setup tasks, saving 5 minutes. The ingredient mixing stage now takes only 10 minutes, with adjustments in equipment or techniques contributing to an additional 5-minute savings. Shaping and pressing, previously a labor-intensive step, has been optimized to 15 minutes, likely through the use of automated or semi-automated equipment, saving 10 minutes. Finally, the baking time has been shortened to 20 minutes, possibly through improved temperature control or baking techniques, providing an additional 10-minute reduction. These optimizations result in a total production time of 60 minutes, saving 30 minutes overall.

The optimized process in this flowchart demonstrates a strategic approach to increase production efficiency by reducing time spent on each task. This time-saving optimization is crucial in meeting increased demand and maintaining product consistency in *Kue Bhoi* Mini production. Reducing time in each stage not only accelerates the entire process but also improves resource utilization, potentially lowering production costs and enhancing profitability. Moreover, by integrating equipment or refining techniques, the optimized process can maintain or even improve the quality of the final product, ensuring it meets consumer expectations. This approach highlights the importance of process innovation in traditional food production industries, enabling them to stay competitive and responsive to market demands.

Profitability Enhancement Strategy

To increase profitability for *Kue Bhoi* mini, implementing various strategies, including product diversification, is essential (Mutmainah, 2022). Adding new flavor

variants or attractive packaging designs enables producers to capture a wider market segment and cater to diverse consumer preferences. Diversification not only enhances product appeal but also opens opportunities for added value (Putri et al., 2024).

In addition to product diversification, cost efficiency in production should also be prioritized. For instance, producers can evaluate raw materials and select more economical alternatives without compromising quality. Other cost efficiencies can be achieved in packaging and energy usage during the production process. By reducing costs in various components, producers can improve their profit margins without raising prices.

For profitability improvement, product diversification is a viable strategy. Producers can introduce new flavors or more appealing packaging to attract a broader market segment. Different consumers have diverse preferences, and diversification provides opportunities to meet varied tastes. Additionally, it allows producers to set higher prices for specific variants, adding value to the products.

Cost control in the production process is equally important. For instance, identifying more economical raw material alternatives without sacrificing quality can help reduce costs. These operational cost reductions increase profit margins, thereby enhancing overall business profitability.

Marketing and Distribution Strategy

Effective marketing strategies are necessary to introduce *Kue Bhoi* mini to a wider market (Annastasya et al., 2024). Strengthening local branding is a critical first step, positioning *Kue Bhoi* as a unique Acehese product that embodies tradition and culture. This branding can be reinforced through packaging that reflects local characteristics and social media promotions to reach potential consumers outside Aceh.

Additionally, leveraging e-commerce is highly recommended, especially to reach consumers outside the region who are interested in specialty local products. By utilizing online platforms, *Kue Bhoi* mini producers can expand their market without relying solely on physical stores or souvenir centers. This also allows producers to interact directly with consumers and receive feedback that can help with product development.

Effective marketing is crucial for expanding the reach of *Kue Bhoi* mini. One approach is to use social media as a promotional tool. Platforms like Instagram or TikTok can introduce *Kue Bhoi* mini to a broader audience, both inside and outside Aceh. Partnering with local influencers who have significant influence among the Acehese community is also an effective strategy to enhance product appeal.

E-commerce is also vital for broader distribution (Javalgi & Ramsey, 2001). By utilizing online sales platforms, producers can extend their market reach across Indonesia, without relying solely on direct sales at stores or souvenir centers. Through this strategy, producers can reach new consumers interested in regional specialty products, thereby increasing sales potential.

4. Conclusions

The development of *Kue Bhoi* mini in Aceh Besar holds significant potential for improving production efficiency and profitability. The analysis concludes that strategies focused on production efficiency, product diversification, and effective marketing can help producers compete in a broader market.

Recommendations include worker training to enhance skills, using simple molding machines to expedite production, and strengthening branding through attractive

packaging. Producers are also encouraged to utilize e-commerce as a platform to expand their market reach and engage consumers outside Aceh.

Kue Bhoi mini has great potential to become a leading product from Aceh Besar, especially with growing interest in local products. By improving production efficiency, diversifying products, and leveraging digital marketing, *Kue Bhoi* mini producers can enhance their competitiveness in an increasingly competitive market. Key recommendations include worker training, simple molding machines, and reinforcing local branding through social media. With support from various stakeholders and proper strategy implementation, *Kue Bhoi* mini has the potential not only to survive but also to thrive in wider markets, providing economic benefits to the local community.

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