

Analysis Of Tuaks As Raw Material Of Juruh Ental Sugar For Tourism Products In Les Village, Tejakula District

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ABSTRACT

Tuak is the basic ingredient of Juruh Sugar where Juruh Sugar is a product that comes from Les Village, Tejakula District. The aim of this research is to explain how to produce quality Tuak as a basic ingredient for making Juruh Sugar during the summer and rainy season, describe the traditional process of making Juruh Sugar as a Tourism Product and explain the promotion of Juruh Sugar. The type of research applied is qualitative research with a case study approach and its application uses 2 theories, namely production theory by Surur, M (2021) and promotion mix theory by Tjiptono. Determining informants was carried out based on purposive sampling techniques and determining data collection methods through interviews, observation and document study. The results of the research show that during the rainy season the palm wine produced contains more water content than during the summer season which contains more sugar content. Tuak farmers work around this by covering the palm wine with plastic, sacks or thick leaves so that rain water does not enter. into palm wine. Juruh Sugar is liquid sugar made from sweet Tuak, where the making of Juruh Sugar still uses traditional methods, the Juruh Sugar production process also pays attention to natural factors, labor factors and capital in the production process. Juruh Sugar products have also been promoted through social media, advertising, events and MSME exhibitions.

Keywords: *Raw Materials, Juruh Sugar, Tourism Products*

INTRODUCTION

Bali Island has various natural resources as raw materials to provide a tourism product. Assuari (2008:292) said that quality is the factors contained in an item for the results that cause the item to be by the purpose for which the item is needed. Raw materials play an important role in determining the quality of a tourism product. The processing and provision of raw materials greatly affect the sustainability of a product. There are many types of raw materials used to make a tourism industry product by utilizing existing natural resources such as rice, corn, rice, coconut trees, banana trees, and ental trees. These raw materials are often used to meet needs and as basic materials for a product in the community. The Ental tree usually called the lontar tree is a plant that is frequently found in North Bali from east to west, especially in Tejakula District. One of the villages in Tejakula District must have an ental tree because the tree is useful and many results are obtained from the Ental Tree. The Ental tree also produces sap often



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called tuak. The large number of palm trees in the Tejakula District, especially in Les Village, makes tuak a source of income for residents. In addition to being drunk, tuak can also be used as a means of ceremony and as a raw material for making arak and sugar. Kotler (1994) stated that what is meant by a product is anything that can be offered to meet consumer needs by buying it. A product is also a package of activities, services, and benefits that produce a tourism experience. Many tourist products are famous in Tejakula District. In addition to its distinctive and authentic taste, traditional production also influences a product by producing the best quality.

Gula Juruh is liquid brown sugar, this brown sugar is made from Ental Tree sap. In Les Village, Tejakula District. Gula Juruh is usually used as an accompaniment to Balinese snacks because of the natural and sweet taste of the sugar, the sweetness produced from this sugar is because tuak is used as the basic ingredient for making sugar. Generally, there are two tuaks, namely tuak wayah and tuak manis. Tuak wayah is usually used to make arak and this sweet tuak is used as the raw material in making Gula Juruh. In Les Village, many tuak farmers climb the ental tree every day to collect sap or tuak to be made into Gula Juruh. Based on the results of previous research conducted by Mangku et, al. (2022) in Les Village entitled Packaging and Marketing Strategy and Traditional Salt Products in Les Village, Tejakula District, Buleleng Regency which discusses processed salt products and product packaging. Meanwhile, this study will discuss the ingredients and manufacture of Gula Juruh so that it supports activities as a tourism product and will later produce a tourism product in Les Village, Tejakula District. Because previous research has not discussed Gula Juruh as a tourism product in Les Village, it is considered necessary to conduct this research. This study is considered important because it provides solutions for producing quality raw materials and management for the sustainability of products produced by tuak farmers.

METHOD

Herfinda (2015:2) explains that the research method is a way or technique that must be taken in a process to obtain facts and principles patiently, carefully, and systematically in order to realize a scientific truth. In this study, the author applies a type of qualitative research, one of the characteristics of qualitative research is that the data collected is in the form of words, pictures, and not numbers. Emzir (2008:119-1250) explains that in a qualitative study, there are five types of research approaches, namely Biography, Phenomenology, Grounded Theory, and Case Study. The research approach used in this study is the case study approach because in the case study approach, answers or solutions to a problem can be found. This study is specifically for the study of the problem in "Analysis of Tuak as a Raw Material for Juruh Ental Sugar for Tourism Products in Les Village, Tejakula District".

The data sources in this study are primary data and secondary data. Primary data related to this study are data obtained from the first source through direct observation and interviews with informants. The data can be obtained directly from the source and also from the field. The primary data obtained in this study came from direct interviews with palm wine farmers in Les Village, Tejakula District. The type of secondary data comes from additional data from other parties, obtained from records and document collection,

researchers will utilize document data obtained from the data concerned so that researchers do not fully take their own data but this study is taken from various documents, journals, or notes that are related to this study. The technique for determining informants in this study used purposive sampling. Sugiyono (2019: 368) explains that purposive sampling is a data source sampling technique based on certain considerations related to the case study being studied and the objectives of the researcher. The informants selected in this study were Palm Wine Farmers in Les Village because they wanted to find out what the ingredients were and how to find out the quality of the raw materials, how to store them, and how to process the raw materials into a tourism product. The informants selected in this study were 3 Palm Wine Farmers and 1 person who had a Gula Juruh manufacturing business in Les Village.

Moleong (2011:248) states that qualitative data analysis techniques are efforts made by using the path of working with data, organizing data, sorting data into a whole, synthesizing it, searching for and finding patterns, finding what is important and what is learned, and deciding what can be told to others. Sugiyono (2019:224), states that data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes or observations, and documentation. Several stages are carried out in analyzing data, namely data collection, data reduction, data collection, drawing conclusions, and data triangulation. In this study, 2 theories were used to dissect the formulation of research problems. These theories include; first, production theory. Surur, M. (2021) states that there are several factors as means of production, namely natural factors, labor factors, capital, and organization. Second, is promotion theory. Tjiptono said that promotion is a marketing activity that spreads information, persuades, and reminds the target market of the company and its products so that they are willing to accept and buy the products offered by the company concerned. There are several promotional tools or what is called a promotional mix consisting of 4 variables, namely advertising, personal selling, publicity, and sales promotion.

RESULTS AND DISCUSSION

How to Produce Quality Palm Wine as Raw Material for Gula Juruh

The process of producing quality palm wine in the summer must consider natural factors. In the production process of a raw material, natural factors must also be considered. The process of making palm wine goes through various ways to produce quality palm wine, starting from paying attention to nature and utilizing natural resources, to preparing tools to support the process of finding palm wine. Good palm wine is produced from nature that supports it, the season also influences the production of quality palm wine. The season greatly influences the production of good palm wine, good palm wine is produced during the summer, precisely in the kapat months of August, September, and October, which are good months to produce palm wine which will later produce a lot of sugar. During the summer, palm wine is produced because the water content is low, while in the rainy season, it contains a lot of water content so the palm wine produced is less sweet. In terms of palm wine produced during the summer, the water content is low so that it can produce more sugar.

The workforce plays an important role in the success of a production, human resources who have consistent performance will achieve success in making a product. Without labor, a product will not be created because with labor it will transform from a raw material into a desired product. Farmers have their own energy to work on one palm tree, according to interviews with 3 farmers climbing one palm tree only requires one person with a time of approximately 3 to 4 hours, and based on the energy of one person can climb 10 to 25 trees per day, producing approximately 3 to 20 liters of palm wine in one day depending on how many trees are climbed in one day. Capital is something that must be considered in the production process because it concerns the costs that will be used, capital can also be in the form of goods used to support production such as machines, supporting equipment, kitchens, and others. The palm wine production process also requires capital in their production in order to produce maximum results. Becoming a palm wine farmer also requires sufficient capital to produce palm wine, farmers have their own capital such as Mr. Karmawan and Mr. Wimawan who only use buckets as capital in looking for palm wine because they climb palm wine without using any supporting tools, they climb the palms with their own strength, unlike Mr. Asamadiana who from the beginning has provided a lot of capital for the palm wine production process such as providing ropes, special knives for looking for palm wine, plastic, and buckets. Therefore, each person's capital is different according to their abilities. Organization is very necessary in organizing a production activity, with the existence of an organization, every activity carried out has a person in charge to achieve the goals of an industry. Several palm wine farmers in Les Village prefer to sell their palm wine rather than being united with an association, apart from the fact that the results are not appropriate when entering an association in terms of limited activities and the capital needed to create an association is said to be quite large, therefore farmers prefer to sell their palm wine personally rather than being included in an association.

In the process of making tuak when you already know what factors are the process in a product, tuak will continue to be produced by farmers to make a useful product. In making tuak, you must also pay attention to the type of tree, the type of tuak, and how to make tuak. The process of making tuak must also pay attention to the type of tuak that will be sought, there are female and male palm trees that will later be processed or sandwiched so that they will later produce tuak. After producing tuak, tuak is also distinguished by its type, namely tuak has 2 types, namely sweet tuak and wayah tuak, the difference between these tuak lies in the lau or spices used, for wayah tuak coconut fiber lau while sweet tuak uses kesambi lau. Pawoko (2009) stated that the kesambi tree is a forest plant that grows in tropical areas and is resistant to drought and dry seasoning. Kesambi tree trunks are often used by tuak farmers as a basic spice for making sweet tuak so that the resulting tuak gives a sweet taste and savory aroma.

After knowing the types of tuak and ental, farmers have a way to produce quality tuak for making Gula Juruh. Farmers produce tuak also through a process, usually, farmers clean the ental tree first, followed by a clamping process approximately 3 to 5 times, after the clamping process and the puji has wilted, then the puji is sliced so that it produces water, that water will later be given a container and produce tuak, the process from the beginning takes approximately half a month to get good tuak results. How to produce quality tuak during the rainy season, In the tuak production process, good tuak

is produced from supporting natural factors such as summer and rainy season. Summer produces good tuak because it is supported by sasih and indeed during the summer the tuak produced is abundant, but in contrast to the rainy season, the tuak produced is not comparable to the summer in terms of quality, quantity, and also from the process of finding tuak. It can be concluded that the palm wine produced during the rainy season affects the quantity and quality where the palm wine produced is almost the same as in the summer but the palm wine produced is slightly less sweet because it is mixed with water so that to be produced into Gula Juruh the results will be less compared to the summer.

During the rainy season, palm wine is also susceptible to rainwater because the palm wine on the ental tree does not have a cover but palm wine farmers have their own way of producing palm wine by covering the palm wine so that it does not get rainwater so that the palm wine produced does not contain too much water, during the rainy season palm wine on the ental tree gets water therefore the palm wine produced contains a lot of water. The process of finding palm wine is almost the same, namely going through the process of ngapit, and slicing so that it produces palm wine but the problem is when the palm wine and the shoots of puji sometimes do not grow or rot. Palm wine produced in the rainy season when it is produced into sugar will use up a lot of firewood because it removes the water content and the sugar produced is less, but farmers have a way of covering the palm wine on the tree using ental leaves, sacks, and plastic according to their own methods, this will reduce rainwater from entering the palm wine.

Traditional Gula Juruh Making Process

Sugar Juruh is a liquid sugar made from basic ingredients of palm sap or Tuak, There are many types of sugar that can be found in the Tejakula sub-district such as palm sugar and Gula Juruh. Palm sugar is usually in the form of a semicircle and is hard because it goes through a molding process and the manufacturing process is much longer while Gula Juruh is a liquid sugar whose manufacturing process is half the process of making palm sugar. In making Gula Juruh also considers natural factors, Natural factors play an important role in the Gula Juruh production process, the Gula Juruh manufacturing process also requires quality raw materials. To maintain the sustainability of raw materials during the summer which produces more tuak, it is different during the rainy season which produces less tuak to produce sugar, so you have to pay attention to the weather and natural resources. The Gula Juruh manufacturing process is the process of removing water content from tuak to get the essence by evaporation, but during the rainy season, it has little effect on the quantity of Gula Juruh because the tuak produced during the rainy season contains a lot of water content so that during the sugar making process it takes time to remove the water content and the sugar produced is relatively less.

In the production of Gula Juruh, several people are needed in the production process, in addition to people who look for palm wine, people who are experts in making Gula Juruh are also needed, which will later affect the results of good sugar. Making Gula Juruh takes 3 hours and requires only 1-2 people to control the fire so that the fire is not too big and not too small, so special skills and precision are needed in maintaining the embers so that the sugar produced does not burn and the color produced is very attractive.

In the production process, costs greatly influence the preparation of materials for the process of producing a product. In the production of Gula Juruh, farmers prepare various materials to support the production process and prepare quite a lot of capital such as the capital used in the process of making Gula Juruh, namely frying pans, firewood, spoons, and stoves. Large capital is used to purchase firewood, but there are also farmers who ask for or look for firewood in the forest, which will minimize the costs incurred to buy firewood. To produce Gula Juruh, the first thing to do is prepare raw materials, the raw material used in producing Gula Juruh is Palm Wine. Gula Juruh still uses the traditional method where the manufacturer still uses firewood but can also use a gas stove but the results are not good. In the process of making Gula Juruh can use a gas stove but there is a difference in aroma and fire control which is quite difficult when using firewood the smoke released from the firewood will affect the aroma of the sugar to be sweeter and savory. The process of making Gula Juruh uses the traditional method because it still uses firewood, the first sugar-making process is the provision of sweet palm wine which is lowered in the morning then the palm wine is poured into a frying pan and waited until it boils when it boils then remove the foam that comes out of the boiling palm wine. After the sugar is almost cooked there is a term called *memuduh* which means it must be kept so that the sugar does not fall to the ground. From the beginning to the end of the process, it takes approximately 3 hours to become Gula Juruh. Farmers produce around 4-5 bottles of Gula Juruh per day and Gula Juruh will be sold to the market for 25 thousand per bottle.

Promotion of Gula Juruh as a Tourism Product in Les Village, Tejakula District

Promotion is an activity carried out to disseminate information to attract tourists to buy a product, service, or goods. Tourism products are packaged attractively to attract tourists to buy a tourism product. Local products that are rarely known by tourists must be introduced to tourists through promotion. One of the local products in Les Village, Tejakula District is Gula Juruh Ental. Promotional tools or marketing mixes used to promote Gula Juruh in Les Village are advertising, individual sales, publicity, and sales promotion. Advertising is a promotional tool that displays promotions to many people through print media, digital media, and promotional media. The advertised product is usually introduced through a website with various sources of product information in addition to social media websites, it is also a medium for disseminating information through the display of interesting videos so that the products introduced can be seen by many people. Gula Juruh is a product that has been advertised through websites and social media. The production and marketing process of Gula Juruh products has been written on a website called *Tatkala*, on the website explains information about Gula Juruh as a whole starting from how to make it to marketing it to various regions and outside the region. *Tatkala* was written by Nyoman Nadiana herself, she wrote various stories from the village that were introduced through writing so that many people would know. In addition to the website, Gula Juruh is also promoted through social media, namely YouTube, through YouTube introducing a product through a video so that it is watched by many people. *Cerita Dari Desa* is the name of YouTube that tells the story of the production process of Gula Juruh as a tourism product where Nyoman Nadiana is the host in the video.

Individual sales are promotions that are carried out individually. Individual interactions are carried out directly between a seller and a buyer. Individual sales can be

done by opening your own business and utilizing communication with tourists so that it can benefit each other, therefore Nyoman Nadiana opened her own business at her home called Rumah Usaha Cerik by selling various local products such as salt, liquor, and Gula Juruh. In building this business, Mr. Nyoman also aims to help farmers in Les Village. The business he owns is included in Retail Selling, namely, he makes sales by serving consumers who come to the house and Executive Selling where Mr. Nyoman Nadiana who owns the business also acts as a seller. Tourists who come to the Cerik business house will be directly served by Mr. Nyoman himself as the person who owns the business.

In promoting a product, self-quality is also important and we must be able to explain the products we sell so that later tourists will believe and want to buy at our place, therefore personal branding is very necessary for promoting Gula Juruh if we can sell and provide information on how unique it is, how to make it, and then the taste that is not found in other places so that tourists who visit know that Gula Juruh is only in Les Village, Tejakula District. Publicity is a promotion that provides information in the form of news but the costs incurred are small. In publishing, you must be able to introduce and show a product to the mass media to create tourist attractions. Publicizing a product can also be done by collaborating with well-known brands or close friends so that the costs incurred are small. Publicity is not just about delivering news through speeches or seminars, publishing a product can be done through cooperation with hotels and restaurants where when we sell and display Gula Juruh products there, tourists will definitely be interested in buying the product. Gula Juruh can also be published indirectly when we are doing activities with tourists there, we can explain information about Gula Juruh so that tourists are interested in the products we explain and the costs incurred are also small.

Sales promotion is a promotional activity that aims to increase sales and increase consumer demand for the products we promote. The form of promotion used in sales promotion is through UMKM exhibitions, events, and shows. Gula Juruh products have been widely promoted through UMKM events and exhibitions, Mr. Nyoman collaborates with Bumdes to introduce Gula Juruh at various events in Buleleng so that every time there is an event regarding local products Gula Juruh is definitely included as one of the local products in Buleleng. Product promotion is usually seen in terms of the packaging used, for example in terms of color, shape, and quality of the product. Researchers say that palm wine farmers in Les Village had not implemented this because they only used ordinary bottles that were sold on the market without using packaging. Farmers have not been able to package their products, therefore Mr. Nyoman, who is engaged in marketing, took part in terms of branding and promotion, which would benefit farmers and Gula Juruh products could be widely known to tourists with good product quality.

CONCLUSIONS

Based on the analysis that has been made related to the analysis of Tuak as a raw material for Gula Juruh ental for tourism products in Les Village, Tejakula District, the following conclusions can be drawn:

1. Tuak is the basic ingredient for making Gula Juruh, in the production of tuak must consider several factors, namely natural factors, labor factors, capital, organization, and production processes. Natural factors such as the season greatly influence production where the summer season is the 4th month in August, September, and October this season is very good for producing tuak to be made into sugar. The workforce used in looking for tuak is only one person and produces 3 to 20 liters of tuak per day with the capital of buckets, ropes, and plastic to look for tuak. The process of looking for tuak is carried out by the process of clamping the puji, then the puji is sliced when the water is smooth, then given a bucket. Sweet tuak is usually lowered 2 times a day, namely in the morning and evening. In the rainy season, the difference is that the tuak produced contains more water content so farmers get around this by covering the tuak using plastic, sacks, and ental leaves. During the rainy season, the quantity of sugar produced is also reduced, where the sugar produced in the rainy season is less than in the dry season.
2. In the Gula Juruh production process, the seasonal factor also affects the provision of raw materials, such as in the rainy season, the palm wine produced mostly contains water content so the sugar produced tends to be less. Only one to two people are needed to make Gula Juruh because to keep the fire from being too big or too small for good sugar results, the capital and tools used in the production of Gula Juruh are firewood, frying pans, and spoons to stir the sugar. The sugar production process from the beginning where the palm wine that is lowered in the morning is immediately placed in a frying pan and then heated, after the palm wine boils, foam will appear and it must be removed after that wait for 3 hours until the sugar is soft, which is a sign that the sugar is almost cooked.
3. Promotion is very necessary in introducing a product. Gula Juruh in Les Village has been promoted through various promotional tools such as websites and YouTube which present and broadcast information about the Gula Juruh process into a tourism product. Gula Juruh is also introduced through UMKM exhibitions, self-owned businesses, and displayed in various places such as hotels and restaurants, so Gula Juruh will be known by the wider community and foreign tourists.

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