

Analysis of the Development of Micro, Small and Medium Enterprises (MSMEs) in Gethuk Traditional Culinary in Sokaraja District, Banyumas Regency

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Abstract: *This study examines the growth of traditional gethuk culinary MSMEs in Sokaraja District, Banyumas Regency, as a cultural icon and the backbone of the community's economy. MSMEs also face various challenges, including limited access to digital technology, low efficiency in product innovation, limited capital, and competition from modern food. However, growth opportunities still arise from the growing interest in products based on local wisdom, culinary tourism trends, and government support. The research method used is a qualitative approach through in-depth interviews, direct observation, and documentation from relevant library sources. Analysis was conducted descriptively to identify banking strategies, challenges, and opportunities. The findings of this study suggest that the development of gethuk MSMEs should prioritize four main strategies, namely: (1) improving product quality through innovation in taste, shape, and packaging; (2) utilizing digital technology, especially social media and e-commerce, to expand marketing; (3) strengthening local identity as a culinary tourism attraction; and (4) increasing managerial capacity and access to capital. With this approach, Gethuk MSMEs are expected to be able to survive the digital era while growing into competitive and sustainable drivers of the local economy.*

Keywords : *Traditional Culinary, Business Development, Digitalization, Business Strategy, Qualitative*

Abstrak: Penelitian ini mengkaji pertumbuhan UMKM kuliner tradisional gethuk di Kecamatan Sokaraja, Kabupaten Banyumas, sebagai ikon budaya dan tulang punggung perekonomian masyarakat. UMKM ini juga menghadapi berbagai tantangan, termasuk akses terbatas terhadap teknologi digital, efisiensi rendah dalam inovasi produk, modal terbatas, dan persaingan dari makanan modern. Namun, peluang pertumbuhan masih muncul dari meningkatnya minat terhadap produk berbasis kearifan lokal, tren wisata kuliner, dan dukungan pemerintah. Metode penelitian yang digunakan adalah pendekatan kualitatif melalui wawancara mendalam, observasi langsung, dan dokumentasi dari sumber pustaka yang relevan. Analisis dilakukan secara deskriptif untuk mengidentifikasi strategi perbankan, tantangan, dan peluang. Temuan penelitian ini menunjukkan bahwa pengembangan UMKM gethuk harus memprioritaskan empat strategi utama, yaitu: (1)

meningkatkan kualitas produk melalui inovasi rasa, bentuk, dan kemasan; (2) memanfaatkan teknologi digital, khususnya media sosial dan e-commerce, untuk memperluas pemasaran; (3) memperkuat identitas lokal sebagai daya tarik wisata kuliner; dan (4) meningkatkan kapasitas manajerial dan akses terhadap modal. Dengan pendekatan ini, UMKM Gethuk diharapkan mampu bertahan di era digital sekaligus tumbuh menjadi penggerak ekonomi lokal yang kompetitif dan berkelanjutan.

Kata kunci: Kuliner Tradisional, Pengembangan Bisnis, Digitalisasi, Strategi Bisnis, Kualitatif

Introduction

Micro, Small and Medium Enterprises (MSMEs) make a significant contribution to Indonesia's economic development, especially because MSMEs are spread throughout the region and involve almost all levels of society. MSMEs are known as the backbone of the national economy because of the number of business units operating and their significant contribution to Gross Domestic Product (GDP) from year to year. According to Suryana (2020), MSMEs play a strategic role in strengthening the structure of the national economy and encouraging community-oriented economic growth, namely economic growth that is based on community strengths and regional potential.

MSMEs are not only drivers of economic progress and sources of economic activity, but also play an important role in creating extensive employment opportunities, reducing increasingly complex unemployment rates, and directly improving people's welfare. Apart from that, the resilience of MSMEs can also be seen in economic crisis situations, both the monetary crisis in 1998 and the crisis caused by the COVID-19 pandemic some time ago. In these conditions, MSMEs tend to be more able to survive than large companies because most MSMEs operate in the real sector which is directly related to people's basic daily needs (Tambunan, 2019).

At the regional level, MSMEs have an important role in internalizing the local economy. Sokaraja District, Banyumas Regency, has potential for traditional food MSMEs, one of which is gethuk made from cassava. This food not only has economic value, but also contains cultural value because it reflects local identity and traditional wisdom. Gethuk also has the potential to support culinary tourism as a magnet for visitors (Sutanto, 2021).

The development of traditional food MSMEs faces a number of obstacles, such as competition from contemporary food, lack of access to market information, business capital, managerial skills, and low use of digital technology (Hidayat, 2020). These obstacles cause many MSMEs to have difficulty developing optimally, and even experience a decline in productivity. Based on this phenomenon, research regarding the development of traditional Gethuk culinary MSMEs in Sokaraja is very necessary to describe the current

situation, the role of the local economy, the obstacles faced, as well as strategies to make traditional culinary MSMEs more competitive and sustainable.

Research Methods

The research method uses a qualitative approach with in-depth interview techniques, direct observation, and documentation from related literary sources. "Qualitative research emphasizes a deep understanding of social interactions and the meaning contained therein." (Bungin, 2015). The analysis is carried out in a descriptive manner to understand strategies, obstacles and opportunities in business sustainability. This strategy was chosen because it is able to provide a deeper understanding of the real conditions of traditional Gethuk culinary MSMEs in Sokaraja District. Primary data was obtained through direct interaction with MSME players, while secondary data was taken from reports from related agencies. Next, data analysis was carried out through stages of data reduction, data presentation, and drawing conclusions in order to produce a comprehensive picture of the issues and opportunities for sustainable development of MSMEs.

The qualitative approach in this research was taken because it is able to explain social phenomena more broadly and in depth based on the experiences and perspectives of business actors. Through this method, we can understand the social, economic and cultural context that influences the sustainability of the traditional gethuk culinary business in Sokaraja District. In-depth interview techniques make it possible to dig up more detailed information about the strategies, constraints and ways of MSME players in dealing with market dynamics, while direct observation helps obtain a real picture of daily activities in the field. Documentation from various literature sources and reports from related agencies is also used to strengthen the findings in the field.

The stages of data reduction, data presentation, and drawing conclusions aim to select relevant information, organize data systematically, and interpret the meaning behind research findings. Through this process, this research not only seeks to explain the objective conditions of Gethuk traditional culinary MSMEs, but also understand the values, motivations and challenges faced by business actors in maintaining the sustainability of their businesses. In this way, it is hoped that the research results will be able to contribute in the form of recommendations that are useful for the sustainable development of MSMEs, both for business actors and for parties involved in empowering the local economy

Results and Discussion.

History of the Establishment of Bu Diyem's Fried Gethuk UMKM

On October 10 2025, we visited one of the Gethuk Goreng Bu Diyem

MSMEs in Sokaraja District, Banyumas Regency, which is one of Sokaraja's traditional food businesses that has been established since 1912. This MSME was founded based on the founding family's simple achievements in processing cassava, which at that time was a staple food for the local community. Gethuk used to be sold in boiled form, but after it was discovered that frying gethuk produces a new taste that is saltier, sweeter and longer lasting. Since then, fried gethuk began to be sold to local people and later developed into a Sokaraja culinary icon (Cahyo, 2025). The sustainability of this business cannot be separated from the family's enthusiasm for preserving recipes passed down from generation to generation and maintaining the quality of taste.

Family Background in Preserving Business from Generations to Generations

The family's main motivation in maintaining the Gethuk Goreng Bu Diyem micro, small and medium enterprises (MSMEs) is not only economically oriented, but is also closely related to preserving local cultural heritage. For the family, this business is a symbol of regional identity and pride that must be preserved so that it does not disappear over time (Cahyo, 2025). Apart from that, this business is a source of livelihood that supports the family's economic sustainability while providing employment opportunities for the surrounding community. The values of cooperation, togetherness and a sense of belonging among family members make this business remain consistent in maintaining quality and continuity of production. A culture of cooperation between generations is a strong foundation that has enabled this business to survive for more than a century.

Challenges of MSMEs in the Modern Culinary Industry Competition

Despite having a long history and strong popularity in local circles, the MSME Gethuk Goreng Bu Diyem faces a series of challenges in the context of the contemporary food industry. Competing with contemporary food products with various flavors, more attractive appearances and innovative marketing concepts is a big challenge. Moreover, with the changing preferences of younger generation consumers towards modern style food. Internal challenges also arise, such as limited capital, traditional business management, and a lack of knowledge about digital marketing strategies. This condition means that MSMEs need to adapt to remain relevant to the needs of today's digital consumers. This condition means that MSMEs need to adapt to remain relevant to the needs of today's consumers.

In order to survive and remain competitive amidst the enormous competition in the culinary industry, MSME Gethuk Goreng Bu Diyem must implement several strategies to increase non-product-based competitiveness, as well as strengthen the strength of brand identity and market development. One of the basic strategies is to strengthen branding based on local wisdom, namely strengthening historical values, unique aromas and the product's connection to local culture. In this way, the product is not only positioned as food, but also as part of a cultural experience that has emotional value for consumers (Taufik & Astuti, 2024). By consistently implementing strategies to increase competitiveness, UMKM Gethuk Goreng Bu Diyem has not only succeeded in maintaining business, but can also increase the added value of products and strengthen its position as a traditional culinary icon that is relevant to modern market

demands.

Adaptation and Innovation Strategies in Facing Changing Times

To face these challenges, Gethuk Goreng Bu Diyem MSMEs implemented a number of adaptation strategies. This strategy includes maintaining taste and quality as the main identity of the product, as well as innovating packaging and presentation variations to make it more attractive to consumers (Yadewani et al., 2023). These MSMEs are starting to take advantage of local moments in tourism and cultural events to build direct marketing networks. This innovation is carried out without changing the core of the product, so that the taste, local raw materials and traditional processing techniques are maintained. This shows that preserving tradition is not in conflict with innovation, but can go hand in hand.

On the other hand, innovation is applied to aspects that do not change the core of the product, such as developing packaging designs that are more attractive, hygienic and easy to carry as souvenirs. Presentation innovation, such as storing in small portions, luxury souvenirs, or special packages for events, is also a key strategy to attract new consumers, especially the younger generation who tend to like the modern and practical appearance of products.

Apart from improving packaging, these MSMEs also take advantage of local tourism opportunities or cultural events as a promotional and market development tool. Participation in food festivals, MSME exhibitions and local events is the right moment to increase product presence and get closer to customers. The presence of products at the event not only increases visibility, but also strengthens relationships with consumers.

Digitalization and Use of Technology in MSME Development

Digitalization and use of technology in the development of Gethuk Goreng Bu Diyem MSMEs is a strategic step to adapt to current developments, without losing the traditional identity that has been attached to it for more than a century. In the marketing aspect, this MSME uses social media such as Instagram, WhatsApp, Facebook, and TikTok as channels to disseminate information and provide education to the public about the process of making fried gethuk, the history of the business, and the cultural values contained in the product. The content presented not only functions as a promotional medium, but also as a means of preserving local culinary heritage, where the delivery of information is carried out honestly, honestly, and shows respect for traditional values.

This reflects the application of communication ethics that are in line with the principles of just and civilized humanity, so that digitalization is not only understood as a commercial tool, but also as a means of cultural inheritance and strengthening the local identity of the Sokaraja community.

Not only that, innovation is also applied to the packaging aspect through the use of graphic design technology to produce packaging that is not only visually attractive, but also hygienic, practical, and still reflects Sokaraja's local identity. More modern packaging is considered important to increase the attractiveness of products in the eyes of consumers, especially the younger generation who tend to consider visual aesthetic aspects when choosing food products.

On the other hand, to increase the ease and flexibility of transactions, this MSME has implemented a digital payment system using QRIS, which allows customers to make payments quickly, safely and without cash. QRIS not only makes things easier for customers, but also prevents the circulation of counterfeit money and helps MSMEs record daily income more regularly and efficiently (Muslimawati, 2024).

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This step shows that digitalization is not only interpreted as a form of modernization or increasing efficiency, but also as a form of social responsibility towards the environment and community welfare. Therefore, the application of digitalization to the MSME Gethuk Goreng Bu Diyem is an example of how technology can be integrated harmoniously with traditional values, locality and social principles, so that this business is able to remain relevant, sustainable and competitive amidst the dynamics of an ever-evolving era.

Integration of Pancasila Values in MSME Entrepreneurship Practices

The integration of Pancasila values in the business practices of Gethuk Goreng Bu Diyem MSMEs can be seen concretely through various aspects of management and business activities which are carried out continuously from generation to generation. These values do not exist as an imposed theory or just a slogan, but grow organically from the heritage, habits and appreciation of the founding family and the meaning of the business. This business is not only seen as a means of seeking profit, but also as a form of awareness of moral and social responsibility towards society and the surrounding environment. Thus, the existence of these MSMEs reflects how Pancasila values can live and develop in simple but meaningful people's economic practices, where the spirit of mutual cooperation, honesty and social care are the main foundations in every activity.

The second principle value, namely "Just and Civilized Humanity", is realized through an attitude of honesty and openness which is always upheld in every marketing process and conveying information to consumers. This MSME never manipulates product images for promotional purposes, but honestly displays the fried gethuk production process and the use of quality local raw materials which are its advantages. This honesty displays a sense of responsibility to provide correct and transparent information to the public. Apart from that, attention to consumer satisfaction is also an important part of implementing these human values. This can be seen from the implementation of friendly and relaxed service, openness to criticism and suggestions from customers, to the consistent implementation of taste quality monitoring so that the taste of the product is maintained. These practices show that the business experience at UMKM Gethuk Goreng Bu Diyem does not only focus on seeking economic profit, but also places respect for human dignity as the main priority. In this way, the relationship between business actors and consumers is not merely transactional, but is also based on mutual respect as equal human beings.

Furthermore, the value of the fifth principle, namely "Social Justice for All

Indonesian People", is realized through efforts to empower local communities as the main workforce in production activities. UMKM Gethuk Goreng Bu Diyem does not only focus on developing the business for the benefit of the founding family, but also provides economic opportunities for local residents so they can share in the benefits of the sustainability of this business (Sari, 2022). The production process which is carried out using a work-intensive system opens up space for participation for the local community to play an active role and earn a decent income. Apart from that, a balanced division of labor, a harmonious working atmosphere, and mutual respect between workers show that this MSME is trying to create equal distribution of economic opportunities at the local community level. This form of solidarity and togetherness embedded in the work environment not only strengthens relationships between individuals, but also reflects the spirit of social justice as mandated by Pancasila, where welfare is not monopolized by a few parties, but is shared proportionally by all members of society involved.

Motivation and Implications of Research on Empowering MSMEs Based on Local Wisdom

The results of this research have significant implications for efforts to empower MSMEs based on local wisdom, especially in the context of strengthening the community economy at the regional level. The success of Gethuk Goreng Bu Diyem MSME in maintaining its existence shows that local values such as discipline in maintaining quality, cooperation within the family, and respect for tradition can be a strong foundation for business sustainability. These values not only act as a moral guideline, but also as a business strategy that is able to differentiate local MSMEs from large-scale industrial products. Therefore, empowerment of this type of MSME cannot be done only through providing capital assistance, but must also be accompanied by developing business character, preserving cultural values, and strengthening local identity which is unique and attractive for the community and consumers.

On the other hand, educational institutions, especially universities, have a very strategic role in supporting the development of local wisdom-based MSMEs. Universities can contribute by providing relevant research results, providing information on appropriate technology, and implementing community service activities that can help MSMEs improve the quality and innovation of their products. It is hoped that this support can encourage MSMEs to become more creative and adaptive to technological developments and market dynamics, without having to abandon the traditional values and cultural identity that are inherent in their products.

Thus, empowering MSMEs based on local wisdom is not only aimed at increasing the income of business actors, but also has broader social and cultural functions. This empowerment also contributes to preserving culinary cultural heritage, strengthening community social cohesion, and fostering a spirit of regional economic independence. This approach that combines economic, cultural and social aspects is expected to be able to create a sustainable MSME development model, rooted in local culture, but still open to innovation and progress over time. This kind of model can be the foundation for building a people's economy that is strong, competitive and still has an Indonesian character (Agus & Rukin, 2025).

Conclusion

This research aims to examine the growth and development strategy of traditional gethuk culinary MSMEs in Sokaraja District, Banyumas Regency, which have been identified as cultural icons and the backbone of the local economy. By using a qualitative approach involving in-depth interviews, direct observation, and documentation from the Gethuk Goreng Bu Diyem case study, this research succeeded in identifying challenges, opportunities, and adaptation strategies that have enabled this business to survive for more than a century. The main challenges faced by MSMEs include limited access to digital technology, low efficiency in product innovation, limited capital, as well as intense competition from modern food products and shifting consumer preferences, especially the younger generation. However, growth opportunities remain, driven by increasing interest in products based on local wisdom, culinary tourism trends, and government support for MSMEs.

The success of Gethuk Goreng Bu Diyem MSME in maintaining its existence cannot be separated from the family's commitment to preserving cultural heritage and implementing adaptation strategies. The key strategy implemented is to maintain the quality of taste and traditional recipes as the main identity, while innovating the packaging to make it more attractive, hygienic and practical as a souvenir. Apart from that, this MSME actively utilizes digitalization by using social media (Instagram, TikTok) not only for promotion, but also as a means of education and preserving culinary heritage. Transaction innovation is also implemented through the use of the QRIS payment system to make payments easier and safer. Basically, this business is run by integrating the values of Pancasila, especially the Second Principle (Just and Civilized Humanity) through honest, transparent practices and good service, as well as the Fifth Principle (Social Justice) through empowering local communities as the main workforce, which helps realize equal distribution of local economic opportunities.

Based on these findings, it is recommended that the development of Gethuk MSMEs prioritize four main strategies so that they can survive and develop sustainably in the digital era: (1) Improving product quality through innovation in taste, shape and packaging; (2) Utilization of digital technology, especially social media and e-commerce, to expand marketing; (3) Strengthening local identity as a culinary tourism attraction; and (4) Increasing managerial capacity and access to capital. This approach to empowering MSMEs based on local wisdom cannot only focus on capital assistance, but must be accompanied by developing business character, preserving cultural values, and strengthening local identity. By combining economic, cultural and social aspects, Gethuk MSMEs are expected to be able to drive a strong, competitive and sustainable local economy.

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