



## LITERACY OF TRIKON STRATEGY APPLICATION (CONTINUOUS, CONVERGENT AND CONCENTRIC) IN THE INNOVATION OF CHOCOLATE PRODUCT VARIANTS OF FARMER GROUPS IN GUNUNGKIDUL

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### ABSTRACT

Situation analysis The chocolate farmer group is located in Nglegi Hamlet RT 09 RW 03 Nglegi Patuk, Gunungkidul Regency, Yogyakarta Special Region 55561. This group has natural potential and chocolate agricultural products are quite good in Gunungkidul. The products of this chocolate farmer group are processed from the basic ingredients of chocolate because one village is almost 50% planted with chocolate trees which are the specialty of this village. The processed products produced include coffee powder, chocolate rengginang, and chocolate bananas. The main obstacle felt by the chocolate farmer group is how to make new products that are competitive and weak in graphic design so product visualization becomes an obstacle in imagining the shape of new products and the right packaging. Solutions are needed for literacy in the application of the TRIKON strategy so that formalization, intervention, and value integration in product and business development continue to run continuously because this is the hope of all members of the Chocolate Farmers Group. This service program runs according to plan and has a significant impact on understanding the literacy of packaging innovation based on 3 N (*niteni, nirokke, nambahi*) and visualizing the type of packaging that has local wisdom value. In addition, the main obstacle to determining new competitive products can be overcome by understanding the TRIKON strategy well. Literacy The application of the TRIKON Strategy (continuous, convergent, and concentric) in the innovation of Farmers Group chocolate product variants is expected to be able to be applied in the face of a constantly evolving environment of volatility, uncertainty, complexity, and ambiguity.

**Keywords:** *Continuous, Convergent, Concentric, Innovation, Literacy.*

### INTRODUCTION

The chocolate farmer group is located in Nglegi Hamlet RT 09 RW 03 Nglegi Patuk, Gunungkidul Regency, Yogyakarta Special Region 55561. This group has natural potential and chocolate farming is quite good in Gunungkidul. The products of this chocolate farmer group

are processed from the basic ingredients of chocolate because one village is almost 50% planted with chocolate trees which are the specialty of this village. The processed products produced include coffee powder, chocolate rengginang, and chocolate bananas. Various groups also appreciate the existence of this chocolate farmer group because it is considered capable of maintaining and improving the economy in the village and continues to try to keep up with environmental developments both in terms of products and marketing, proven to have Instagram, Facebook, and Shopee marketplace accounts. It is not surprising that this group of chocolate farmers received various assistance from the local and central government such as oven and cocoa bean grinding machines, as well as an adequate production site located at the entrance to the village. During the inauguration of the new building, the government hopes that production capacity will increase along with an increase in product absorption by local, national, and international consumers with various online networks today.

The development of consumer desires now varies and is no longer monotonous, creating challenges that must be faced by the chocolate farmer group if it wants to survive and continue the operation of managing this chocolate product. This challenge can only be faced by continuing to innovate unique products and of course have Gunungkidul characteristics so that when buying these products, Gunungkidul is immediately remembered and is very suitable as a souvenir. For example, the product mix innovation between chocolate and tempeh (Figure 1) can be used as a reference for innovating and adding value that does not yet exist in the landmark product. Both raw materials of cacao fruit and soybeans are very abundant in the village so this collaboration is a *competitive advantage* for the chocolate farmer group.



**Figure 1.** Example of product mix innovation between chocolate and tempe

Sustainability of product innovation can be created easily using the TRIKON strategy which consists of Continuous, Convergent, and Concentric. TRIKON is a concept born from the father of education Ki Hajar Dewantara, a Javanese nobleman, activist of the Indonesian independence movement, national teacher, columnist, politician, and pioneer of education for indigenous Indonesians from the Dutch colonial era. He was the founder of Perguruan Taman Siswa, an educational institution that provided opportunities for natives to be able to obtain the right to education just like the priyayi and the Dutch people, which is currently Universitas Sarjanawiyata Tamansiswa. The concept is very easy to use in increasing business productivity through innovation in management, marketing, products, and so on. Continuous in this perspective is the formalization of sustainability into business through the implementation of new procedures in the planning, implementation, evaluation, and reporting processes to improve sustainability performance. Then Convergent is an approach in combining interventions at different levels to produce synergistic effects, and finally Concentric by involving corporate entities around the business that have valuable and competitive strategic value chain matches.

The main obstacle felt by the chocolate farmer group is how to make new competitive products, so it is very necessary to be literate on the application of the TRIKON strategy so that formalization, intervention, and value integration in product development and business continue to run continuously because this is the hope of all members of the chocolate farmer group. In

addition, the weakness of graphic design is that product visualization becomes an obstacle and the Chocolate Farmers Group has difficulty imagining the shape of new products and what kind of suitable packaging is needed so it is very necessary to visualize the shape of the product and packaging to facilitate product development in particular. Literacy The application of the TRIKON Strategy (continuous, convergent, and concentric) in the innovation of chocolate product variants of Farmers Groups in Gunungkidul needs to be pursued immediately as a form of empowerment of chocolate Farmers Groups in the VUCA era (volatility, uncertainty, complexity, and ambiguity)

## **METHODS**

The method of implementing the improvement of literacy skills in the application of the TRIKON Strategy (continuous, convergent, and concentric) in the innovation of chocolate product variants of Farmer Groups in Gunung Kidul is carried out with various practices as follows:

1. An introduction session for each member of the Brown Farmers Group.
2. Profiling the media or marketing channels owned by the Chocolate Farmer Group.
3. Identify product gaps.
4. Solutions from the results of gap identification by sharing and discussing the TRIKON strategy.
5. After conducting the above stages, we conducted an evaluation by having a post-activity discussion with the Brown Farmers Group.

## **RESULTS AND DISCUSSION**

This service takes place at the secretariat of the chocolate farmer group which is located on a rice field with an exotic view of rice fields, the Secretariat as well as a chocolate production site with various tools ranging from drying, and refining, to chocolate storage is a building donated by the Gunung Kidul district government and the Indonesian Research Agency in 2022. The process of activities that we do in this service are:

1. Introducing the administrators of the farmer group, this introduction also strengthens the relationship that has been well established. Starting from the elders in the village, the management, and the operational team that drives the farmer group's business activities.
2. After making introductions, we continued with a sharing session about the problems we had previously identified, to further clarify the focus of the problems faced to date as shown in Figure 1.



**Figure 2.** Pre-assessment session with farmer group

3. Some of the problems resulting from the sharing were then verified by the planning of our service program, and then we gave a direct briefing on the application of the TRIKON Strategy (continuous, convergent and concentric) to the innovation of chocolate product variants of the Farmer Group in Gunung Kidul.
  - a. Continuous in this perspective is the formalization of sustainability into the business through the implementation of new procedures in the planning, implementation, evaluation, and reporting processes to improve sustainability performance.
  - b. Convergent is the approach of combining interventions at different levels to produce synergistic effects, and,

- c. Concentric by involving corporate entities around businesses that have valuable and competitive strategic value chain matches.
4. After understanding the strategy, we continued with a discussion session to find out the absorption of the understanding we explained earlier and ensure the suitability of the strategy to be implemented as well as obstacles that may become obstacles in the business development process using the TRIKON strategy. As shown in Figure 2. Giving participants the opportunity to explain what they have understood about the TRIKON strategy and how the implementation process can be done.



**Figure 3.** Participants explain again the meaning of TRIKON and how their implementation plan can be done.

5. The results of the feedback we obtained provide a clear picture that product development, especially in determining substitute materials, Flavors, and shapes must always be considered and developed by global competition, and put the right *positioning* for products and businesses carried out.

6. After we received feedback, we also dug deeper into the potential of natural resources and human resources in the farmer group and directed product development by converging with other natural resources such as soybeans that can be processed into tempeh and tempeh can be processed into a combination of Flavors in chocolate. In addition, the idea of cassava as a unique flavor of chocolate also emerged, and various potential natural resources are abundant in the area.
7. The commitment of the farmer group is very high to trial and error several variations of chocolate collaboration with natural products found in the area so that it can become a pioneer of varied chocolate Flavors typical of Gunungkidul.
8. And closed with a group photo as in Figure 3. With the farmer group administrators who were present at that time.



**Figure 4.** Group photo after sharing and discussion with farmer groups

The main obstacle to determining competitive new products can be overcome by understanding the TRIKON strategy well. Literacy The application of the TRIKON Strategy (continuous, concurrent, and concentric) in the innovation of the Farmer Group's chocolate

product variant is expected to be applied in the face of a constantly evolving environment of *volatility, uncertainty, complexity, and ambiguity.*

## CONCLUSIONS

This service program runs according to plan and has a significant impact on understanding the literacy of packaging innovation based on 3 N (*niteni, nirokke, nambahi*) and visualizing types of packaging that have local wisdom values. In addition, the main obstacle to determining new competitive products can be overcome by understanding the TRIKON strategy well. Literacy The application of the TRIKON Strategy (continuous, convergent, and concentric) in the innovation of Farmers Group chocolate product variants is expected to be able to be applied in the face of a constantly evolving environment of *volatility, uncertainty, complexity, and ambiguity.*

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