



## THE ROLE OF VIRAL GETAS IN IMPROVING THE LOCAL ECONOMY IN SAMBIRAMPAK KIDUL VILLAGE, KOTAANYAR DISTRICT, PROBOLINGGO REGENCY

Fahrina Nur Fadhila<sup>1\*</sup>, Berlyana Permatasari<sup>2</sup>, Zahida I'tishoma Billah<sup>3</sup>, Septya Putri Utami<sup>4</sup>, Sri Devi Wahyuti<sup>5</sup>, Halimatus Sakdiah<sup>6</sup>

Universitas Islam Zainul Hasan Genggong, Probolinggo, Jawa Timur, Indonesia

Email: [fahrinanurfadhila@gmail.com](mailto:fahrinanurfadhila@gmail.com)<sup>1</sup>, [berly2046@gmail.com](mailto:berly2046@gmail.com)<sup>2</sup>, [zahidafe@gmail.com](mailto:zahidafe@gmail.com)<sup>3</sup>, [pu4409042@gmail.com](mailto:pu4409042@gmail.com)<sup>4</sup>, [srideviwahyuti@gmail.com](mailto:srideviwahyuti@gmail.com)<sup>5</sup>, [halimatussakdiah](mailto:halimatussakdiah)<sup>6</sup>

### Abstract:

This research aims to analyze the role of Getas Viral products in improving the local economy in Sambirampak Kidul Village, Kotaanyar District, Probolinggo Regency. Using a qualitative approach with a case study design, this research explores the perspectives of MSME actors through in-depth interviews, participant observation and documentation. The research results show that Getas Viral makes a significant contribution to local community income, creates new jobs, and increases the competitiveness of traditional products in regional and national markets. Government support in the form of capital assistance, technology training, and promotion via social media are key factors in the success of developing Getas Viral. In addition, the sustainable use of local resources such as sticky rice supports an economy based on local wisdom that is environmentally friendly. This research concludes that collaboration between government, community and business actors is needed to maximize the potential of traditional products in empowering the village economy.

**Keywords:** Getas Viral, Local Economy, MSMEs, Village Empowerment

### INTRODUCTION

Traditional Indonesian food has a unique appeal, not only to locals, but also nationally (Harsana & Triwidayati, 2020). One of the foods that has recently attracted attention is getas, a traditional snack made from sticky rice that has a savory taste and a crunchy texture. In Sambirampak Kidul village, getas has stolen the public's attention and gone viral on various social media platforms. This popularity shows the great potential of getas as a regional specialty food that can make a significant contribution to the local economy. Viral Getas in Sambirampak Kidul Village, Probolinggo Regency, has great potential to boost the local economy. In recent years, this product has become increasingly popular in both local and large markets, making it one of the most popular commodities. The presence of viral getas helps preserve local culture while providing an alternative source of income for the community

Along with the consumer trend that increasingly prefers local and traditional products, the demand for viral brittle products is also increasing, providing opportunities for business actors in Sambirampak Kidul Village to develop their businesses. By using traditional skills and local resources, the community can produce competitive and high-quality products, and creating local products can significantly increase community income (Hidayani dan Dewi, 2022). In addition, a

\*Corresponding author.

E-mail addresses: [fahrinanurfadhila@gmail.com](mailto:fahrinanurfadhila@gmail.com)

good marketing strategy is also an important factor in increasing the competitiveness of viral getas. The use of social media as a means of promotion has proven effective in reaching more consumers. The use of social media to promote local products, including viral getas, is very important in order to attract the interest of consumers from outside the region (Purnomo, 2019).

Government support also has a crucial role in developing MSMEs in villages (Sutrisman dkk., 2024). Policies that support the development of MSMEs can create a more supportive business environment. With training programs and capital assistance, Sambirampak Kidul residents can more easily develop viral getas businesses. Not only that, the cultural value inherent in this product is a unique attraction. Traditional products such as viral getas not only have economic value, but also preserve cultural heritage that strengthens local identity. If promoted as a product based on local wisdom, viral getas can attract the interest of tourists or consumers who like the uniqueness of traditional products. Overall, the contribution of viral getas in improving the economy of Sambirampak Kidul village is quite large. Collaboration between the government, community, and business actors is expected to continue to develop this product so that its benefits are increasingly felt by the local economy.

This study focuses on how Getas Viral can help improve the economy of the residents of Sambirampak Kidul Village. The main question is how much this product can open up economic opportunities for the surrounding community and what are the things that make it successful. This study is important to understand how traditional food can affect the local economy. The results of the study are expected to provide an overview for developing similar MSMEs in other areas, as well as being a reference for the government and related parties in making policies that support local products. In addition, this study also wants to find out the obstacles faced by business actors when marketing traditional products and trying to find the right solution. That way, this study is expected to provide real benefits for the development of the local economy by maximizing the potential of traditional culinary products.

## **METHOD**

This study uses an ABCD (Asset-Based Community Development) mentoring method to analyze the role of Getas Viral in improving the local economy in Sambirampak Kidul Village, Kotaanyar District, Probolinggo Regency. The ABCD approach was chosen because it emphasizes community empowerment through identification, utilization, and strengthening of existing local assets, so that it can create sustainable economic independence. This method is implemented in several stages. The first stage is the identification of local assets and potential, where a mapping of social, economic, and cultural assets owned by the Sambirampak Kidul

Village community is carried out, especially in the production of Getas Viral. In addition, exploration of resources that can be used to support the development of community-based businesses is carried out. The second stage is strengthening community capacity through training for MSME actors on product innovation, digital marketing, and business management. In addition, production skills are improved by introducing new, more efficient techniques without eliminating traditional values (Hakim, 2023).

The third stage is collaboration and partnership by building networks with local governments, academics, and the private sector to support business development and increase promotion through social media and marketplaces to expand market reach. The final stage is evaluation and sustainability, where the impact of mentoring is measured on increasing business actors' income and community welfare and the preparation of strategies to maintain and develop businesses sustainably. The ABCD approach in this study shows that Getas Viral is capable of becoming a superior product that drives the local economy. Based on the results of mentoring, it was found that asset identification showed great potential in the availability of raw materials such as black and white sticky rice and community expertise in traditional food production. The training and mentoring carried out increased productivity by introducing more efficient production techniques and digital-based marketing strategies. In addition, collaboration with the government and private sector provided access to capital and promotional support that contributed to increasing product competitiveness. Business sustainability was also driven by community strengthening, where the community began to develop variations of sticky rice-based products to expand the market (Sutrisman dkk., 2024).

## **RESULTS AND DISCUSSION**

This study revealed that getas made from sticky rice, a traditional food product produced in Sambirampak Kidul Village, has an important role in improving the local economy and has become one of the superior products in the village. Based on the results of interviews with viral getas business owners, the production of sticky rice getas is able to absorb local workers, especially housewives who were previously unemployed. The traditional food industry based on local ingredients can be a solution to reduce unemployment in rural areas. With the production of viral getas, household income in Sambirampak Kidul Village has increased significantly. In addition, this study found that viral getas is not only sold in local markets, but has also penetrated regional and national markets. Government support in marketing local products can increase the competitiveness and economic value of these products (Kementerian Perindustrian Republik Indonesia, 2024). Thus, viral getas is not only a source of income for business actors, but also contributes to increasing regional income.

Viral getas, as one of the leading products of Sambirampak Kidul Village, is made from quality local ingredients, namely black and white sticky rice and sugar. The process of making viral getas begins by soaking the sticky rice for two to three hours, which aims to process the raw materials so that they are easier to process. After being soaked, the sticky rice is then slipped and further processed into getas that is ready to be marketed. This simple but precise process shows that local products can be produced in a traditional way, while maintaining a distinctive taste. In terms of production, informants said that in one day, they can process around 30 kilograms of sticky rice flour. This shows a fairly large production capacity, which makes it possible to meet the increasing market demand. Buyers of viral getas who do not only come from residents of Sambirampak Kidul Village, but also from outside the city show that this local product has succeeded in attracting the attention of consumers from various regions, which is one indicator of the success of product marketing.

Viral Getas has been operating for two years, with its peak popularity occurring in late 2023. When it went viral, daily revenue could reach up to 8 million rupiah per day, which is a significant figure for the local economy. However, over time, daily revenue has decreased to around 2 million rupiah. This decline may be due to various factors, including increasing competition and changes in consumer tastes. However, the income that is still quite high shows that viral getas remains a product in demand. The beginning of the virality of this getas was thanks to recommendations from local buyers which then spread outside the city. One of the key factors in the spread of the popularity of viral getas is the use of social media as a marketing tool. By utilizing digital platforms, business actors can reach wider consumers and increase the visibility of their products. This shows the importance of an effective marketing strategy in developing local products. In running this business, there are four employees who work in shifts, both morning and night. These employees play an important role in the production and distribution process of viral getas. The salary given to employees is 1.2 million rupiah per month, which shows that this business not only provides benefits for the owner, but also creates jobs for the local community. With employees, the business can operate more efficiently and meet the increasing market demand.

Overall, viral getas not only contributes to increasing individual income, but also has a positive impact on the local economy in Sambirampak Kidul Village. By utilizing local raw materials, involving the community in the production process, and implementing the right marketing strategy, viral getas can be a real example of how local products can improve community welfare and strengthen the village economy. Further research on the factors that influence the sustainability of this business will be very useful for the development of a more sustainable local economy in the future.

Another factor that supports the success of viral getas in improving the local economy is the sustainability of raw materials. Sticky rice, as the main ingredient of getas, is a renewable resource. This makes the production cost of sticky rice getas relatively low, so that the profits obtained are greater. Sustainable use of local resources can be the key to the success of the village economy (Suyanto, 2019). In addition, the environmentally friendly production process of glutinous rice brittle also attracts the interest of consumers who are increasingly concerned about sustainable products. However, the main challenges faced by the viral brittle business actors are limited capital and access to technology. Although the production of glutinous rice brittle has been running traditionally for several years, the use of manual tools has limited productivity. Limited capital and technology are often the main obstacles in the development of micro, small and medium enterprises (MSMEs) in rural areas. Therefore, intervention from the government or the private sector is needed to provide capital assistance and technology training (Hakim, 2023).

On the other hand, this study also identified the potential for developing this viral getas as a tourism product. Sambirampak Kidul Village has the potential to become a culinary-based tourism village, where visitors can see the process of making viral getas directly and buy products directly. This can increase additional income for the community through the tourism sector. The development of a local culinary-based tourism village can be an effective strategy to improve the village economy while preserving local culture (Suryadarma, 2022). Thus, the integration between glutinous rice brittle production and tourism can be a strategic step to encourage the economic growth of Sambirampak Kidul Village.

This study shows that getas from sticky rice has great potential to become the main driver of the economy of Sambirampak Kidul Village. Through increased production, effective marketing, and support from various parties, getas can not only increase the income of local communities but also strengthen the cultural identity of the village. However, to maximize this potential, collaborative efforts are needed between the government, business actors, and the community in overcoming challenges such as limited capital and technology. Thus, getas can be a successful example of local economic empowerment based on sustainable traditional products.

## CONCLUSION

This study shows that getas made from sticky rice, as one of the superior products in Sambirampak Kidul Village, has a significant role in improving the local economy. Viral getas is not only one of the village's superior products, but is also able to absorb local labor, especially for housewives who were previously unemployed. With the increase in getas production and sales, household income in this village has increased significantly, which shows that the traditional food industry based on local ingredients can be an effective solution to reduce

unemployment in rural areas. Overall, getas from sticky rice has great potential to become the main driver of the economy of Sambirampak Kidul Village. Through collaboration between the government, business actors, and the community, as well as the implementation of effective marketing strategies, getas can be a successful example of local economic empowerment based on sustainable traditional products. Further research on the factors that influence the sustainability of this business will be very useful for the development of a more sustainable local economy in the future.

## **REFERENCES**

- Hakim, L. (2023). MSMEs as the Driving Force of the National Economy. *Public Administration Journal*, 5(2)
- Hakim, L. (2023). MSMEs as the Driving Force of the National Economy. *Public Administration Journal*, 5(2).
- Harsana, M., & Triwidayati, M. (2020). The Potential of Traditional Food as a Culinary Tourism Attraction in DI Yogyakarta. *Journal of Technology and Vocational Education*, 15(1)
- Hidayani, RN, & Dewi, SR (2022). Improving the Skills and Economy of Functional Literacy Members of Pondok Village Through the Processing of Temulawak into Instant Powdered Drinks. *Bina Desa Journal*, 4(1)
- Hidayat, AA (2007). *Nursing Research Methods and Data Analysis Techniques*. Jakarta: Salemba Medika.
- Ministry of Industry of the Republic of Indonesia. (2024). *Ministry of Industry: Buying Local Industrial Products Boosts National Economic Growth*
- Purnomo, A. (2019). Utilization of Social Media as the Main Platform for Product Marketing. *Avant Garde* , 7(1)
- Suryadarma, IGP (2022). Culinary Tourism Development Strategy of Bukti Village Based on Local Potential. *Journal of Tourism and Culture*, 4(1)
- Sutopo, HB (2002). *Qualitative Research Methodology*. Surakarta: Sebelas Maret University Press.
- Sutrisman, S., Syaebah, M., & Hamdan, H. (2024). The Role of Village Government in Local Economic Development through MSMEs in Salumaka Village. *Pegguruang: Journal of Community Service*, 6(2).
- Sutrisman, S., Syaebah, M., & Hamdan, H. (2024). The Role of Village Government in Local Economic Development through MSMEs in Salumaka Village. *Pegguruang: Journal of Community Service*, 6(2).
- Suyatno. (2019). Sustainable Economic Development Strategy in Villages. *Innovative Journal*, 5(2)