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INCREASING BUSINESS COMPETITIVENESS OF RAMBAK KULIT IN PALUR, MOJOLABAN, SUKOHARJO

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ABSTRACT

Rambak Kulit business has a bright prospect in the development of its business, proven that this business has grown rapidly in various regions. One of the products sought in souvenir shops is Rambak Kulit because this product has a distinctive taste both as a snack, complimentary food and as a souvenir in the city of Solo Raya. One of the long-established barge business is SME Riyadi addressing at Jatimalang, Palur Village, Mojolaban District, Sukoharjo Regency, and SME Hinem in Klaruan, Palur Village, Mojolaban District, Sukoharjo Regency. Every day, the two SMEs partners carry out the production process to make Rambak Kulit. The raw material in the form of buffalo leather comes from Boyolali, whose availability cannot be ascertained every day. The process of producing skin rakes requires around 60-100 kg of raw material every day. Every time this production process takes about 3 days to be ready to be fried. This production process which takes a long time will also have an impact on production efficiency so that it requires technology adoption. This technology will later be able to help Rambak Kulit entrepreneurs to increase production capacity in terms of both quantity and quality. This means that indirectly it will also increase the profits of leather business entrepreneurs. In addition, quality improvement with the process of submitting certificates for the Household Food Industry (PI-RT). Food entrepreneurs must have PI-RT permission to guarantee their products related to food security. The guarantee of PI-RT certificate will also affect the competitiveness of the leather cart business. One of the benefits obtained by entrepreneurs with PI-RT certificate is that consumers are sure of Rambak Kulit quality and safe for consumption.

Keywords : *competitiveness, rambak kulit, SMEs*