

**ANALYSIS OF PRODUCT DEVELOPMENT IN INCREASING SALES TURNOVER IN  
RISOLALA BUSINESSES IN CORAWALI VILLAGE, PANCA LAUTANG DISTRICT,  
SIDENRENG RAPPANG DISTRICT**

**Faras Chaslia**

Faculty of Economics and business, Makassar State University

Correspondensi author email: [farachaslia29092002@gmail.com](mailto:farachaslia29092002@gmail.com)

**Agus Syam**

Faculty of Economics and business, Makassar State University

[agus.syam@unm.ac.id](mailto:agus.syam@unm.ac.id)

**Asmayanti**

Faculty of Economics and business, Makassar State University

[asmayanti@unm.ac.id](mailto:asmayanti@unm.ac.id)

**Abstract**

*The business world is always undergoing changes, caused by many factors such as high competition between businesses and the strong desire of society for product innovation. a business must be able to keep up with the times, one of which is creating new product innovations. This research aims to create new product innovations for the RisoLala business, with the hope of increasing sales, enhancing competitiveness, and improving customer satisfaction. The development method used is the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation. The analysis stage involves analyzing consumer desires, the design stage includes the design of tools and materials for the new product, the development stage is the actual creation of the designed product, and implementation is carried out by introducing the new product to informants in a tangible way. And evaluation is conducted to gather suggestions and feedback from the informants. The research results indicate that the development of RisoLala products will include several flavor variants and unique product shapes, thereby providing satisfaction to consumers by allowing them to choose what they desire. Product development is a process of creating new products or modifying existing ones to enhance consumer appeal, attract new customers, maintain consumer loyalty or trust, and expand the market for RisoLala's business. So it can be concluded that the chocolate-flavored risol and shredded chicken risol have more enthusiasts due to their unique variants and shapes, while the village risol has fewer enthusiasts because it is considered ordinary. According to the informant, the triangular shape of the product is more suitable for the shredded chicken variant, because its filling is dense and easy to shape and arrange.*

**Keywords:** Product Development, Sales, ADDIE Model, MSMEs.

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role as both pillars and main drivers of national and regional economic growth. UMKM have the ability to optimize various available resources and encourage the emergence of new entrepreneurs. One of the most promising sectors of MSMEs is the culinary business, because the need for food will always exist. In addition, the culinary business has a very large market share. However, along with its development, this sector also faces the challenge of increasingly fierce competition (Syam & Jufri, 2022).

Every type of business, especially in the culinary field, requires a robust development strategy that pays attention to both major elements and the smallest details. In the era of globalization, competitiveness becomes the main factor for achieving success and sustainability. This competitiveness is not only determined by the quantity of products produced but also by their quality. That quality can be achieved through good imaging or by creating innovative products that have uniqueness compared to other regions. Therefore, a high level of creativity is needed to produce innovative products that can compete in the global market. From here, the creative economy gains a foothold and continues to develop (Susilo et al., 2021).

RisoLala is a business in the culinary/food sector, made from processed wheat flour with various filling variations inside. The RisoLala business is also an abbreviation of "Risol and Lala," which sells risol snacks such as Vegetable Risol, Mayo Risol, and Fruit Risol.

Innovation plays a very significant role in driving the growth and advancement of a business. With the presence of innovation, the opportunity to increase the company's profits becomes greater. The benefits of innovation are not only felt by the company but also by the consumers. Consumers tend to want something new and interesting for them to enjoy. If the company only relies on the same product without updates, consumers may feel bored, which in the end can reduce demand for that product (Laras Setya Bastari, 2020).

Consumer satisfaction is the level of an individual's feelings towards a purchased product, then comparing it with other products, at least equal to or exceeding consumer expectations. The goal of consumer satisfaction is to ensure that consumers feel satisfied with the products they obtain from a business. Customer satisfaction is important in retaining existing customers, increasing customer loyalty, and building a positive image of RisoLala. The owner needs to know what the consumers need so that the product can provide satisfaction to the consumers.

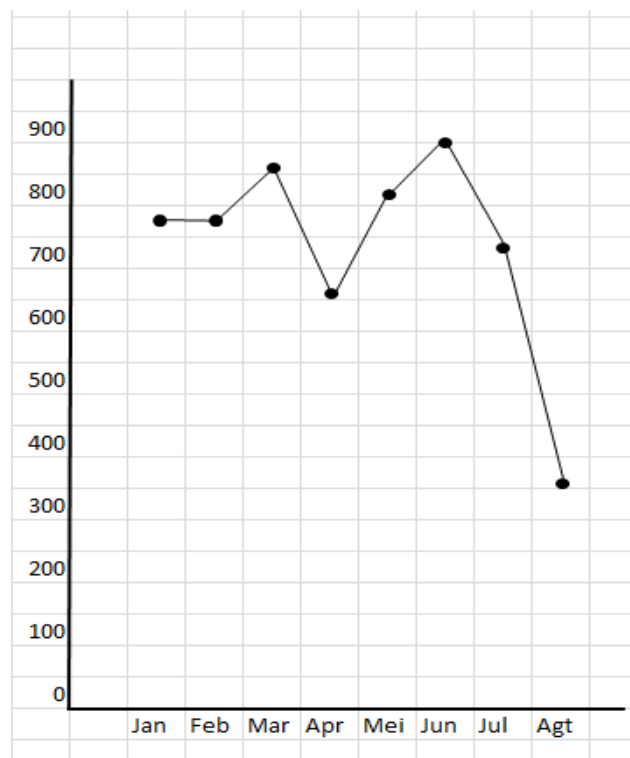
Product development is a series of activities that begin with market identification, followed by production, sales, and product distribution activities. Product development activities can be carried out effectively if the business always interacts with consumers to understand their desires and needs. Product development is carried out in the form of developing flavor and shape innovations provided to consumers (Ato'illah, 2015).

The product development carried out by RisoLala is a plan formulated by the business owner to achieve the desired goals in developing their products. Therefore, due to the decline in product sales, product development is carried out according to consumer demand so that sales at RisoLala can be increased again. This can be seen from the following table:

**Table 1.1 Sales of Vegetable Risol and Mayo Risol Products at RisoLala Business in 2024.**

No	Month	Production Quantity		Percent	Explanation
		Vegetable Spring Rolls	Risol Mayo		
1	January	785 pcs	-	0%	-
2	February	785 pcs	-	0%	-
3	March	565 pcs	267 pcs	6%	Increased
4	April	358 pcs	288 pcs	-22%	Declining
5	May	632 pcs	169 pcs	24%	Increased
6	June	639 pcs	214 pcs	6%	Increased
7	July	517 pcs	192 pcs	-17%	Declining
8	August	252 pcs	127 pcs	-47%	Declining
Total		4.533 pcs	1.257 pcs	-50%	Declining

Source: Sales Data for January-August 2024



**Figure 1.1 RisoLala Sales Graph for January-August**

Based on Table 1.1, it shows the changes in the production quantity of Risol Sayur and Risol Mayo products at RisoLala Business during the period from January to August 2024. In January and February, the production percentage was at 0% with a production quantity of 785 pcs. In March, with a production quantity of 832 pcs, there was a total production increase of 6% compared to the previous month. In April, there was a decrease of 22% with a production amount of 656 pcs. Next, the month of May showed a production increase of 24%, with a production total of 801 pcs. In June, there was a very small increase of 6% with a

production total of 853 pcs. However, in July, total production again experienced a decrease of 17% due to a reduction in the number of units produced, which was 709 pcs. Then the largest decline was recorded in August, at 47%, with a total production of 379 pcs. Overall, the total combined production for the period from January to August 2024 experienced a decrease of 50%.

Therefore, one way to identify consumer demand is through the development of the ADDIE model (Analysis, Design, Development, Implementation, Evaluation) in product development that focuses on capturing consumer desires. The ADDIE model was chosen because it has a work procedure that refers to the stages of Research & Development (R&D) but is more systematic and straightforward, thus capable of producing effective products.

The ADDIE model is a tool for listening to consumer demands. The goal is to ensure that the products entering the production stage will truly satisfy consumer desires with new innovations. Research using the ADDIE model can reveal the gap in product innovation quality with the statements or truths provided by consumers, thus necessitating research on the development of flavor and shape innovations in the RisoLala business. Seeing the importance of product development to increase sales turnover in a business, the author is interested in expanding the topic in this scientific writing, to create a product development to increase the sales turnover of risol.

## **RESEARCH METHOD**

The type of research used is descriptive research with a qualitative approach. This qualitative research uses the research and development method, namely research and development (R&D). R&D is a method aimed at producing a specific product by conducting a needs analysis and testing the effectiveness of the product. For that reason, research is needed to test the effectiveness of the product. The development model applied in this research is the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. (Sugiyono, 2015).

The description of the focus of this research is the determination that serves as a guiding direction in the effort to collect and seek information, as well as a guide in discussions or analyses, so that this research can achieve the desired results. Therefore, the focus of this research is directed towards product development to increase sales using the ADDIE development model, so the description of the focus of this research is:

### **1. Analysis Stage**

The main point in this stage is the analysis of the problems faced by the RisoLala business related to product innovation, specifically the consumer demand for the development of risol products. the development of product innovation is necessary as a solution to this problem. By using the ADDIE development model to create new product innovations, researchers will develop product innovations based on the data collected.

### **2. Design Stage**

The second point is to design or create product innovations based on the analysis of the problems identified in the previous stage. In this research, the design process begins with the planning or determination of tools and materials as well as the recipes to be developed, then moves on to the next stage of developing an innovation on the product.

### **3. Development Stage**

The third point is the process of realizing the design steps into a tangible form ready for consumer testing. This design was chosen based on references from the TikTok application,

namely RisoLuna and RisoLuna\_57. Looking at that business market provides inspiration to create a similar product, and that product is still rarely seen, especially at the RisoLala business location. The product innovation design that has been created will result in a new innovation, namely:

a. Flavor Variants

The development of Flavor Variants that is being carried out is as follows:

1) Shredded Chicken Risol

2) Chocolate Risol

3) Risol Kampung

b. Product form

Creating a unique triangular product shape that is different from the usual shapes. So that it can increase the appeal for consumers out there.

4. Implementation Stage (Implementation)

The fourth point is the implementation stage, which is carried out through product trials, with the aim of determining the effectiveness of the produced product. The researcher documented the deficiencies and issues that arose after the new innovation was produced during the trial. Consumers also conducted interviews regarding the innovation of taste and product shape at RisoLala's business.

5. Evaluation Stage (Evaluation)

The fifth point is the final stage conducted to evaluate the product that has been developed. After going through the implementation stage or product trial with RisoLala consumers. To analyze the implementation of the product innovation that has been developed in the implementation stage, whether there are still deficiencies and weaknesses or not. If there are no more revisions, then the innovation is considered ready.

The data analysis technique in qualitative research is carried out from the moment of entering the field until the fieldwork is completed. The data is collected in the following ways:

1. At the data reduction stage, researchers are required to possess sensitive, intelligent, subtle thinking abilities, as well as deep insights.

2. At the data presentation stage, the reduced data is organized in a way that forms relationship patterns, making it easy to understand and helpful in planning the next research steps.

3. At the stage of conclusion drawing and verification, conclusion drawing in qualitative research produces new findings that did not previously exist. These findings can be in the form of descriptions or depictions of an object that were previously unclear, becoming clear for research.

## **RESULT AND DISCUSSION**

The product development carried out to meet consumer demand for the RisoLala product through the ADDIE development model consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The first step before product development is to conduct a demand analysis to understand consumer demand for the RisoLala product. From the analysis results, there is a need for the addition of new innovations to the product, such as flavor variants and product shapes. In terms of flavor variants, there are not many flavors produced, so consumers want to try new flavor variants.

The second development is the shape of the product. the researcher chose a triangular shape because the products of other businesses in the area were generally oval-shaped, so there was no distinction in shape compared to other variants. And based on the suggestions and input from the informants, the triangular shape is suitable for the shredded chicken variant because the texture of the filling is easy to shape and arrange. For chocolate risoles and kampung risoles, the triangular shape is less suitable because they are difficult to shape and their soft texture will cause them to break and absorb oil quickly.

After developing the product based on the suggestions and feedback from the informants. The next step is to conduct trials with employees, consumers, supervising lecturers, and responding lecturers. The trial is conducted by directly providing product testers to informants to understand their response regarding the developed product. Next, the product evaluation requests feedback from informants regarding the new product.

Based on the interview results from the informants, it was found that the flavor variants are chocolate risol, chocolate with just the right sweetness, shredded chicken risol with a balanced combination of spicy and savory flavors, and for the village risol, the seasoning needs to be enhanced. Then, regarding the shape, some informants prefer the triangular shape and some prefer the elongated shape in general. Not only that, some other informants do not focus on the shape but rather on the taste and neat appearance. Referring to references from the TikTok application, namely the businesses RisoLuna and Risolution\_57. Looking at the market for those businesses also provides inspiration to create similar products, and those products are still rarely seen, especially at the RisoLala location.

Then the employees' response regarding the ease of filling, the employees have special tools and methods for filling the products, starting from folding tools, bases, and using both hands with one hand smoothing the filling using a spoon. And for the difficulties often experienced, starting from the skin that easily tears, the rushed working time wanting to finish quickly, and the tight working time.

According to consumers, the ability of Usaha RisoLala to meet their demands is the most important factor that can be achieved through: marketing, raw materials, flavor variations, product appearance, quality, and packaging.

The final result of the development research conducted by the researchers on the RisoLala product will be developed into several variants of flavors and unique product shapes, thereby providing satisfaction to consumers in choosing what they desire. Product development is a process of creating new products or modifying existing ones to increase sales turnover, enhance consumer appeal, attract new customers, maintain consumer loyalty or trust, and expand the market for RisoLala's business. This research aligns with the study by (Rosmayani & Mardatillah, 2021), which states that business development in terms of flavor variants can enhance the business or increase sales.

## CONCLUSION

Based on the research results explained in the previous chapter, it can be concluded that:

The results of the interviews during the trial with the ADDIE model involving several informants indicated that the chocolate-flavored risol had more enthusiasts. The informants' responses from the interviews stated that the chocolate-flavored risol and the shredded chicken risol were more unique. The product development of RisoLala has brought about changes and innovations in the product. The development process went well, starting from consumer demand research, then generating ideas, followed by design creation, designing or determining the tools and materials used, after that product development was carried out, and finally product evaluation. this research has a limitation that only focuses on two aspects, namely the development of product variants in terms of flavor and product shape.

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