

Development of the Salted Egg Industry in Limbangan Wetan Village, Brebes District and its Influence on Community Socio-Economics 1980-2005 as a Learning ResourceDiyan Hayyu Amrillah¹**Abstract**

This study aims to determine 1) the development of the salted egg industry in the village of Bradford District Limbangan Wetan in 1980-2005, and 2) the process of making salted eggs and innovations developed by salted egg industry employers in the Village District Limbangan Wetan Bradford, and 3) influence the development of salted egg industry in the village of Bradford District Limbangan Wetan. The method used in this paper is historical research because it is related to the fact that it occurred during the study. Based on the following results, The effect of the salted egg industry on economic and social impact is devastating for the people of Bradford district. Salted egg industry development has brought many changes in people's lives. Bradford District is providing new jobs for the people who can reduce unemployment and increase incomes, which would undoubtedly improve the community's welfare and reduce urbanization, giving birth to new entrepreneurs in terms of education to improve workers' education.

Keywords: *Economic, Social, Salted Egg Industry*

Introduction

Brebes is a potential area for making salted eggs. As a center for salted egg production, Brebes has historical roots that cannot be separated from the culture that gave birth to the skill of making snacks such as salted eggs themselves (Sunarya, 2010). In the sense that the skill of making salted egg food in Brebes has been inherited naturally or from generation to generation, making salted eggs is combined with the livelihood activities of some people, which continue from one generation to the next (Amrillah, 2013). This salted egg business is increasingly growing and is well known by the people of Brebes and those outside the Brebes area. In general, the salted egg industry is a home industry that is closely related to the entrepreneurial spirit possessed by residents (Muslikhah, 2011). This condition has quite enormous potential to help address people's living needs. At first, it was a business. This salted egg has been passed down from generation to generation and was started by several residents as a part-time business (Sutikno, 2015). Armed with the skills they have, they have

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Ideas for Preserving eggs so they last a long time and have high economic value. Their skills in processing the salted egg industry are not simple but require a long process (Nurapriliani, 2014). At first, they only boiled duck eggs, but the results did not last long. With creativity, they can produce salted eggs made from long-lasting duck eggs, with pretty high nutritional and selling value.

From this situation, several people emerged who were serious about pursuing the salted egg business as a home industry and passed it down from generation to generation. Several people started the first salted egg business in Brebes, namely Tjiauw Seng and his wife, Tan Polan Nio (Siahaan, 2017). He was the first figure to develop a salted egg business by salting it (boiling it). Then, as time progressed, the salted egg industry gave rise to new ideas such as grilled salted eggs (grilled, oven, and smoked) (Hartawan, 2011). By becoming salted egg entrepreneurs, at least they are not limited by the seasons like farmers, and their capital is not as high as the capital required by farmers.

Method

The method used in writing this thesis is historical research because this research relates to realities that occurred in the past (Wardah, 2014). The definition of historical research methods is a historical process that refers to and critically analyzes records and relics of the past or historical sources (Gottschalk, 1975, p. 32). Historical method or historical research is a systematic collection of principles and rules intended to assist in effectively collecting historical source materials, assessing or examining those sources critically, and presenting a synthesis result (generally in written form) of the results achieved (Abdurrahman, 1999). This writing uses a social and economic approach to studying the social and economic conditions of the Limbangan Wetan community. This approach is used to determine the social and economic conditions of the Limbangan Wetan community with the existence of the salted egg industry (Abdullah, 2022). In this case, we can see the impact caused by the existence of the salted egg industry in the Limbangan Wetan area; apart from that, we can also see the impact that the monetary crisis has had on the surrounding community.

Results and Discussion

At the end of 1970, the salted egg business began to be carried out by a native Brebes resident, namely Muhadi, in Limangan Wetan Village. He learned to make salted eggs while working at Setuju Jaya. At the end of 1970, Muhadi left Setuju Jaya and tried to set up his

salted egg industry with the help of three workers. Since then, other salted egg business units have emerged in the surrounding villages. (Emmry Yuniarty Interview, May 2012).

Based on research results, salted egg entrepreneurs in Limbangan Village, Brebes District, said that in the mid-1980-1998, the development of salted eggs experienced progress in marketing. Consumers, especially those living around Brebes, are starting to like salted egg products because the eggs produced taste delicious; even though the processing is simple, the quality is still maintained.

The position of the salted egg business at that time could not be used to support family living needs (Handayani, 2015). This is due to the small number of orders or low selling power. After the number of orders increased and better income was generated from agriculture, the people of Limbangan Wetan Village considered and switched to making salted eggs as their primary occupation.

The process of spreading the skill of making salted eggs among the community takes place traditionally, namely learning from predecessors who are considered experts. As a result of the widening demand for their salted egg production goods, people's desire to pursue this work is increasing, and the learning process is critical and very much needed by the rest of the Brebes community. During this period, the rapid increase in the Brebes salted egg industry was supported by the government, but also due to the increasing number of orders and the fact, which was then based on the people of Brebes, that working as a salted egg entrepreneur, could generate a better income. In the past, the marketing of salted eggs was still limited to local markets, and some were only used for their own needs. Starting in 2005, Brebes salted egg production experienced a drastic decline in production (Muatminnah, 2016). This is because duck breeders, as suppliers of the primary source of raw materials, do not conduct breeding activities because many of their ducks are infected with bird flu (H5N1 virus), so duck egg production decreases.

The salted egg industry centers are in two areas, namely Limbangan Wetan Village and Brebes Village. Initially, Limbangan Wetan Village was the center of the most salted egg business, followed by Brebes Village and other villages. In Brebes Village, the number of artisans has not increased. This is because, along the city roads of Brebes Regency, where many shops are selling salted eggs, this is not balanced by the availability of a large enough parking area. This means prospective buyers are reluctant to stop and prefer shops with large parking areas (Nursamsiyah, 2000). Thus, the availability of a parking area is essential in expediting this business.

The salted egg industry is small in the community in Brebes District, which emphasizes creativity in producing salted eggs. This is because the product produced in this industry is salted eggs, a type of processed product from duck eggs that rot quickly if stored for too long. Conditions like this are why salted egg industry players are required to be creative by creating various variations of processed flavors.

Just like what salted egg entrepreneurs do to maintain and develop their business, namely by increasing creativity and innovation in every product they make. This ensures that the products produced are always in great demand by the public. Like a salted egg entrepreneur named Rosyid, who tries to create new variants every time he produces salted eggs. The first idea that emerged was to create spicy salted eggs, which until now had not been popular and did not exist in Brebes. For days, he carried out experiments, and finally, he found a way to prevent the spicy salted eggs he produced from breaking and burning. They were made by mixing salted egg mixture with chili powder. Initially, Rosyid's marketing only offered customers first. However, after it was marketed, public interest in spicy salted eggs was not that good, and finally, Rosyid stopped producing spicy salted eggs and looked for other ways to make his salted egg products more accepted by consumers. A new idea, namely roasting it, has unique features: a very little fishy smell, low water content, and a delicious taste. The process for making baked salted eggs is the same as boiled salted eggs; the difference is in the handling; the finished salted eggs are baked in the oven for approximately 45 minutes. Consumer interest in baked salted eggs persists today. (M. Rosyid Interview, May 2012).

Salted egg entrepreneurs experiment by making salted egg variants different from other entrepreneurs—for example, grilled salted egg and strawberry flavor. Komarudin is an entrepreneur in the salted egg industry who first had the idea to produce grilled and strawberry-flavored salted eggs. The process of making grilled salted eggs, initially salted eggs was made the same as boiled salted eggs and then baked; the interest of consumers in grilled salted eggs is still up to now, different from the new variant of strawberry flavored salted eggs, the taste that appears in strawberry salted eggs is produced from the injection of food flavorings strawberries into salted eggs, then the processing is boiled like regular salted eggs. However, the interest in salted eggs did not respond well to consumers; Komarudin also stopped production of strawberry salted eggs for less than one month. (Komarudin Interview, May 2012).

The socio-economic life of the people of Brebes District cannot be separated from the development of the salted egg industry, which provides employment opportunities for the surrounding community. This industry has been going on since 1959, initially started by In

Tjiaw Seng. Along with its development, the salted egg industry continues to progress. It has influenced the people of Brebes because, in the end, many people are interested in developing the salted egg industry, making Brebes District known as the salted egg-producing district in Brebes Regency.

This development is supported by the socio-economic life of the people of Brebes District, especially in Brebes and Limbangan Wetan Villages, which previously did not have significant progress. In terms of livelihood, the people of Brebes District generally work as farm laborers, farmers, livestock workers, and so on, so this can be seen from a sociological aspect that farmers are willing to learn to try something new by abandoning old traditions in order to improve their standard of living.

Some residents of Brebes District are involved in the salted egg industry as a livelihood because they can provide quite promising opportunities for the community. This can be proven by the development of several salted egg industries in the Brebes District with different brands. So, the existence of this industry has a positive impact on industrial entrepreneurs and the surrounding community because it provides opportunities to work in the industrial sector. The development of the salted egg industry is a way for industry owners and workers to improve their standard of living. Apart from that, it is also used as a livelihood that can fulfill their daily needs.

Conclusion

Salted egg entrepreneurs maintain and develop their businesses by increasing creativity and innovation in every product they make. The first idea that emerged was to create spicy salted eggs, which until now were not popular and did not exist in Brebes, but after they were marketed, public interest in spicy salted eggs was not very good. Finally, the artisans stopped producing spicy salted eggs and looked for other ways to make egg products. The saltiness is more acceptable to consumers. A new idea, namely roasting and grilling, has unique features: a very little fishy smell, low water content, and a delicious taste.

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